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3 makers plan new pleas for diesel waiver

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — General Motors, Volkswagen and Peugeot, restating their assertion that present-day diesel technology is not adequate to meet the 1981 oxides of nitrogen standard of 1.0 grams per mile, said last week they would re-petition the EPA for waivers previously denied on the majority of their engines.

Without the waivers the future of their diesels is in definite jeopardy, they said.

Volvo, which had two of its waiver requests denied, said it was undecided about a new petition.

Of the four makers, Volkswagen and Peugeot are the most needful, as EPA denied waivers for all of their diesel engines.

For Volkswagen, that includes the 1.6-liter diesel going into the Rabbit, the 1.6-liter turbocharged diesel reported to be going into the Dasher and the five-cylinder 2-liter diesel now in the Audi 5000. The company expects fully 50 percent of its Rabbit sales to be diesel by 1981.

At Peugeot, the waiver denial jeopardizes the future of the new XD2S turbocharged 2.3-liter 505 model the company has slated for introduction here in 1981.

- General Motors, which received a two-year waiver for its mainstay 5.7-liter diesel, said it would ask EPA to waive the standard at least for a 2-liter diesel it plans to introduce in 1982 and possibly for the 3.2 and 3.6-liter diesels it hopes to introduce in 1983.

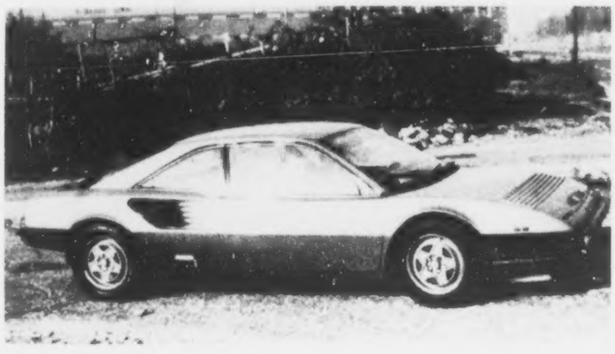
EPA denied waivers on all of these engines because of a lack of information on them or because some of them are scheduled for introduction after the 1982 model year.

The agency believes emission control technology will have progressed sufficiently by 1983 to meet a 1.0 NOx standard; indeed, the auto makers must meet the 1.0 NOx standard and for 100,000 miles if they plan to sell any diesels in California in 1982.

Mercedes-Benz, the only other diesel maker to ask for waivers from the standard, received them for its 240, 300 and 300 turbocharged models. The waivers were for two years to a level of 1.5 gpm except in the case of the 240 which must meet a standard of 1.25 gpm in 1982.

Waiver requests for two smaller diesel engines the company plans to introduce in 1983 were denied.

Italian pace-setter



New Ferrari to debut

Scheduled to debut next spring in Europe is this new 2 + 2 version of the Ferrari 308-GTB coupe. Unofficially designated the 408, the Pininfarina design will replace the Bertone-designed 308-GT4 model. With V-8 mounted amidships, top speed is estimated at more than 155 MPH.

GM, U. S. make a deal on new labor contract

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors and the Council on Wage and Price Stability reached an agreement that will bring the company into compliance with wage guidelines by limiting future price rises.

President Carter's inflation fighter, Alfred Kahn, had tentatively ruled the UAW collective bargaining agreement had breached the Administration guidelines.

But the council estimate, based on measurements stipulated by its first-year standard, is considerably lower than the generally used estimates of 30 and 35 percent over the three years. The gap is largely attributable to excluding pension improvements for existing retirees (not employes under CWPS rules) and evaluation of cost of living adjustments (COLA) at the assumed inflation rate of 6 percent incorporated in the standard while public reports use much higher estimates of inflation.

By GM's calculations, its breach of the guidelines was made in good faith and amounted to less than two-tenths of one percent.

But Kahn, in making the announcement, made several points for guidance in the future — presumably for Ford, which has also been tentatively found not to be in compliance.

Kahn says flat-out the contract does not comply with the council's pay standard, in contrast to GM's response, which states pleasure at Kahn's "finding GM in compliance with the anti-inflation program."

Kahn agrees, however, that the difference arose because of GM's reliance on a particular method of costing particular components of the agreement in estimating the cost of the Master Freight agreement. Then Kahn stresses this particular costing method should not be used in costing future wage agreements.

However, with the commitment for the future — its price limitation from Oct. 1, 1979 to Oct. 1, 1980—GM is now brought into compliance.

GM is not to apply for alternative profit limitation under which larger price increases are permissible than under the price limitation unless it experiences substantially greater increases in costs than it can reasonably foresee at the present time.

After the settlement, Kahn

Continued on Page 44, Col. 2

X-cars still strong but customers find dealers have stock

By Joseph Bohn
Marketing Editor

Is the bloom starting to wear off General Motors' vaunted X-cars?

Clearly, they're now available at many dealerships to walk-in customers whereas only a few months ago these same people would have been put on long waiting lists.

Part of that is due to Oklahoma City reaching maximum production capacity in early December, augmenting supply pipelines. But partly, too, there's been a falloff in the number of dealer-sold orders.

It's not a situation that's apt to worry GM though.

Buick reports that the backlog of unfilled Skylark orders—retail and fleet—dropped to 43,791 as of Dec. 21, the last available reporting date. That's down from 62,291 a month earlier. The whole industry should have such problems.

A Buick spokesperson noted that some change in numbers was due to "qualifying the list. We've been going after the dealers to say these are legitimate orders. We've been cleaning up the list a bit."

At Penske Chevrolet, Southfield, Mich., half the front lot of the dealership appears to be filled with Citations.

Explained Keith LaRue, new-car sales manager: "We had a lot of extra ones (Citations) come in. A lot of them are sold and waiting for pickup. But we're getting some where people canceled after waiting a long time. There are about eight or nine Citations available to whoever walks in."

Todd Chevrolet, Perth Amboy, N. J., has had four unsold Citations sitting on its lot for over a month.

"We had I don't know how many (Citation) orders—maybe 12 or 14—canceled," said Pat Salerno, sales manager.

"I feel that as soon as they come in, they should go right out. But people are not buying them like they were. We are discounting. We won't let anybody walk. We'll discount 'em $400 if we have to," he added.

"Things are slow in general all the way around on everything. We're getting only half the traffic we normally get. Most of the cars we're selling now are '79s," Salerno said.

The drop in sold orders, with some customers canceling out of X-bodies after they arrive, is at least partially due to people having ordered the car at more than one dealership, then buying whichever one came in first, said Danny Mayer, executive vice president for Competitive Edge, Albuquerque, N. M.

The agency handles advertising for about 300 individual GM dealers and dealer groups.

Mayer, who is "on the phone, every day, with every make" of dealer, said dealers feel the early backlog of orders reported by some GM divisions were "pie in the sky."

"What you had was a lot of the same customers going to different stores and ordering the same car over and over again, then getting whichever one came in first," Mayer said.

- The early backlog of sold orders situation, which was "out of proportion to reality" is now just correcting itself, Mayer said.

He noted that among his clients "nobody is having a problem with them. Of course, the market is a little different everyplace. But I still know dealers who are getting $500 and $600 over invoice."

It's perhaps too early to tell how the X-cars will fare in the current recession which is affecting heavy industrial cities more than other areas of the country. But dealerships, like Barry Buick, Cleveland, feel they'll hold up well.

Added Gene Barry, sales manager for the dealership:

"We had a few canceled orders (on Skylarks) which weren't really canceled because we switched people into different cars. We're trying to discourage people from the 4-cylinders because there's too long a wait on them.

"We're still getting a lot of action on the cars but not as much as the first few months. The publicized wait on these cars has discouraged some people. We're still doing pretty well with them, though they're not as strong as they were," he added.

breaking news

NADA to unveil 'Buy Now' campaign

DETROIT. — NADA will launch a "Buy Now" campaign in Detroit this week, with the ad thrust keyed to the theme that 1980 models save dollars, energy and time. A complete "Buy Now" kit will be mailed to NADA members after the Detroit unveiling. It will include materials for print ads and articles, radio tapes, TV spots and billboards.

The campaign points out that the median-aged car on the road is a 1974 model, and that 1980 models average 51-percent better fuel economy than do '74 models.

Canadian UAW spurns Chrysler concessions

DETROIT. — Chrysler Canada UAW leaders late last week voted unanimously against participating in the renegotiation of the Chrysler contract as required in the U. S. federal-aid package. A UAW spokesman said the 14,000 Chrysler Canada workers are reluctant to join the U. S. workers in further concessions because they may have to make more sacrifices when the Canadian government introduces its Chrysler aid package. UAW negotiators from the U. S. went to the bargaining table with Chrysler last Friday. Earlier story on Page 3.

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EXTRA
Forecast: [illegible]ous
Following Page 24

NEWSPAPER

Month's registrations total 207,640

Imports jump 30 pct. to a record

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars returned to record-smashing levels in October, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in October totaled 207,640, up a resounding 39.06 percent from the previous October mark of 149,321 set in 1978.

Import penetration of total U. S. registrations was 23.42 percent in October, up from 17.24 percent a year earlier.

For the first 10 months, total import registrations were 1,975,827, up 19.91 percent from 1,647,776 last year.

Imports accounted for 22.51 percent of U. S. new-car registrations during the first 10 months, up from 17.97 percent a year earlier.

Three nameplates among the top 10 increased their share of total import registration in October compared with the year-earlier month.

Biggest gainer again was Datsun, which improved its market share by 4.31 percentage points to 20.51 percent. Honda gained 1.74 points to 13.73 percent, while Mazda was up 1.79 points to 6.54 percent.

Losers in market share were Toyota, off 0.90 of a point to 20.82 percent; Volkswagen, down 0.72 of a point to 11.28 percent; Subaru, off 1.09 points to 3.80 percent; Fiesta, down 1.30 points to 2.84 percent, and Volvo, off 0.28 of a point to 2.31 percent.

The top 10 imports accounted for 86.68 percent of October import registrations, compared with 83.72 percent a year earlier. Year to date through October, the top 10 accounted for 86.14 percent, compared with 84.66 percent last year.

- Japan continued to account for more than two of every three imports sold in the U. S., taking 70.36 percent of October registrations, compared with 66.89 percent a year earlier.

Registrations by country of origin, with year-earlier figures in parentheses, were: Japan, 146,095 (99,880); West Germany, 43,331 (34,141); Sweden, 6,637 (5,312); Italy, 4,972 (5,002); United Kingdom, 3,850 (3,169), and France, 2,755 (1,816).

Registrations by country of origin for the first 10 months of 1979, with year-earlier figures in parentheses, were: Japan, 1,369,363 (1,104,904); West Germany, 428,881 (373,704); Sweden, 58,855 (51,964); Italy, 56,342 (56,174); UK, 37,612 (42,075); France, 24,773 (18,949), and others, 1 (6).

- Registrations of imported light trucks in October totaled 42,592, up 31.92 percent from 32,287 a year earlier.

Registrations of imported light trucks in October, with year-earlier figures in parentheses, were: Toyota, 14,388 (10,188); LUV, 8,361 (6,093); Courier, 7,006 (5,512); Datsun, 5,252 (7,834), and others, 7,585 (2,660).

The light-truck import total for the first 10 months was 402,619, up 45.65 percent from 276,428 last year.

Registrations of imported light trucks in the first 10 months of 1979, with year-earlier figures in parentheses, were: Toyota, 107,840 (76,448); Datsun, 82,212 (71,627); LUV, 81,590 (47,954); Courier, 63,750 (56,619), and others, 67,227 (23,780).

IMPORT REGISTRATION SHARES IN U. S.

OCTOBER

	Regis., Oct., 1979	Percent Share of Market	Regis., Oct., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	43,236	20.82	32,425	21.72	− 0.90
Datsun	42,584	20.51	24,193	16.20	+ 4.31
Honda	28,497	13.73	17,911	11.99	+ 1.74
Volkswagen	23,428	11.28	17,922	12.00	− 0.72
Mazda	13,587	6.54	7,089	4.75	+ 1.79
Subaru	7,895	3.80	7,301	4.89	− 1.09
Fiesta	5,895	2.84	6,180	4.14	− 1.30
Volvo	5,271	2.54	4,210	2.82	− 0.28
Mercedes	4,796	2.31	3,447	2.31	....
Colt	4,792	2.31	....	....	....
Fiat	....	....	4,335	2.90	....
All Others	27,659	13.32	24,308	16.28	− 2.96
TOTAL	207,640		149,321		
Share of U. S. Total		23.42		17.24	+ 6.18

10 MONTHS

	Regis., 10 mos., 1979	Percent Share of Market	Regis., 10 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	391,383	19.81	372,018	22.58	− 2.77
Datsun	365,588	18.50	288,402	17.50	+ 1.00
Honda	283,847	14.37	222,693	13.51	+ 0.86
Volkswagen	245,677	12.43	196,954	11.95	+ 0.48
Mazda	117,394	5.94	56,542	3.43	+ 2.51
Subaru	82,184	4.16	65,275	3.96	+ 0.20
Fiesta	65,935	3.34	65,393	3.97	− 0.63
Colt	52,670	2.67	38,476	2.34	− 0.33
Fiat	51,196	2.59	49,220	2.99	− 0.40
Volvo	46,127	2.33	39,996	2.43	− 0.10
All Others	273,826	13.86	252,807	15.34	− 1.48
TOTAL	1,975,827		1,647,776		
Share of U. S. Total		22.51		17.97	+ 4.54

Registrations not available for Oklahoma, delayed for Hawaii.

But old standby, vinyl top, declines in '79

Customized roofs are gaining favor

By Joseph Bohn
Marketing Editor

Customized car roofs are a big, booming business; but Detroit's car firms seem to have only a very small piece of the pie.

Judging by the number and growth of specialty car customers, there's a terrific market out there for such roof designs as sliding sunroofs, T-roofs and pop-up roofs though factory OEM installations are relatively small.

Vinyl roofs, which once accounted for more than 50 percent of domestic production, have been on the wane, due perhaps to popularity of the two-tone paint schemes and alternate roof designs.

Vinyl roofs accounted for only 35.80 percent of domestic car output in the '79 model year, equal to 3,346,118 units. This was down from 41.70 percent, or 3,813,119 in '78.

General Motors installed 1,598,218 vinyl tops, equal to 31.01 percent of production. This was down from 1,744,284, or 33.34 percent in '78.

Ford Motor installed 1,243,300 vinyl tops, equal to 45.16 percent of production. This was down sharply from 1,388,954, or 55.99 percent, in '78.

Chrysler installed 436,886, equal to 38.46 percent of output. This was down from 626,307, or 48.39 percent in '78.

American Motors installed 67,714, or 39.96 percent of production. This was up from 53,547, or 38.86 percent of output, due mainly to successful sales of its luxury Concord model.

Generally speaking, the industry did not even offer vinyl roofs on its subcompact models, like Omni/Horizon, Pinto/Bobmat, Chevette and Skyhawk.

This will undoubtedly erode future sales, as small cars account for more and more of total industry sales.

T-roofs went on some 198,071 domestic models last year, though they are largely specialty items, limited to sporty models like Firebird/Camaro and Corvette.

Behind them, pop-up sunroofs enjoy a growing popularity, being particularly appropriate for subcompact models. As options, they're still relatively inexpensive which may have a great deal to do with their popularity.

Electric sliding sunroofs, most appropriate for larger, more luxurious models, accounted for about 166,593 units, or 1.78 percent of domestic production.

Like vinyl roofs, they have been on the wane, although many private customizers do a thriving business in them.

Manual sliding roofs, once offered as a low-cost alternative to electrically operated sunroofs, are extinct among domestic producers, except for Volkswagen which installed them in 4,032 of its U. S.-built Rabbits last year.

There could be some resurgence of this option as Volkswagen's production and sales grow.

DECORATIVE ROOF OPTIONS ON 1979 U. S. MODELS

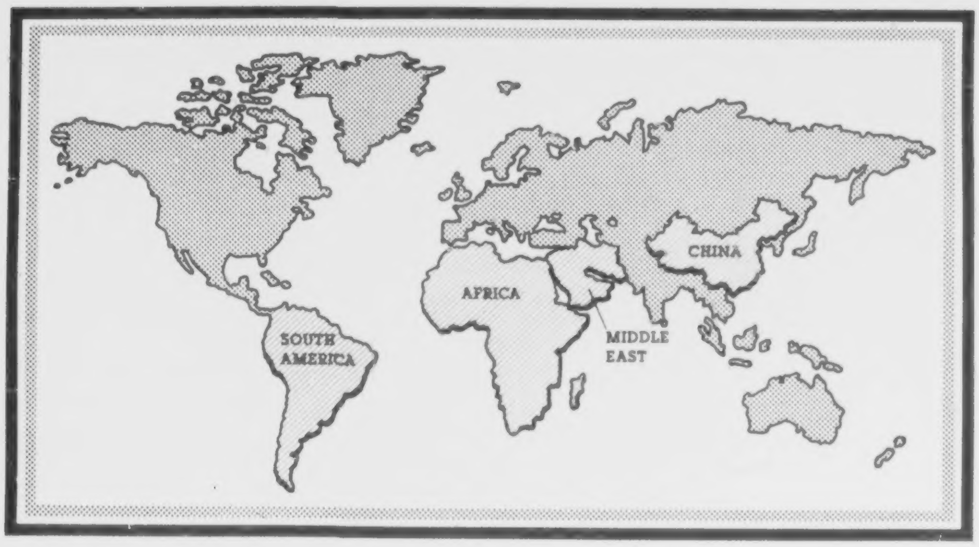
	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	67,714	39.96	N.A.	—	N.A.	—	6,170	3.64	N.A.	—
Concord	67,367	65.50	N.A.	—	N.A.	—	1,815	1.80	N.A.	—
Pacer	347	3.40	N.A.	—	N.A.	—	184	1.80	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	4,171	7.40	N.A.	—
CHRYSLER CORP.	436,886	38.46	N.A.	—	10,561	0.93	9,367	0.82	10,910	0.96
Chrysler-Plymouth Total	299,441	42.94	N.A.	—	7,706	1.10	4,557	0.65	5,482	0.79
Horizon	N.A.	—	N.A.	—	N.A.	—	4,557	2.80	N.A.	—
Voyager	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Volare	51,373	24.50	N.A.	—	N.A.	—	N.A.	—	629	0.30
Cordoba	76,749	87.20	N.A.	—	4,049	4.60	N.A.	—	3,697	4.20
Chrysler	77,257	76.70	N.A.	—	2,115	2.10	N.A.	—	N.A.	—
LeBaron	94,062	73.20	N.A.	—	1,542	1.20	N.A.	—	1,156	0.90
Dodge Total	137,445	31.34	N.A.	—	2,855	0.65	4,810	1.10	5,428	1.24
Omni	—	—	N.A.	—	N.A.	—	4,810	3.40	N.A.	—
St. Regis	22,032	63.00	N.A.	—	559	1.60	N.A.	—	N.A.	—
Diplomat	46,144	73.50	N.A.	—	627	1.00	N.A.	—	565	0.90
Sportsman	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Aspen	45,229	31.50	N.A.	—	N.A.	—	N.A.	—	431	0.30
Magnum	24,040	79.20	N.A.	—	1,669	5.50	N.A.	—	4,432	14.60
FORD MOTOR	1,243,300	45.16	N.A.	—	62,680	2.28	118,953	4.32	N.A.	—
Ford Division	700,582	37.09	N.A.	—	11,060	0.59	82,924	4.39	N.A.	—
Pinto	N.A.	—	N.A.	—	N.A.	—	8,558	4.30	N.A.	—
Mustang	43,651	11.80	N.A.	—	N.A.	—	56,970	15.40	N.A.	—
Fairmont	113,084	28.60	N.A.	—	N.A.	—	17,396	4.40	N.A.	—
Club Wagon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Granada	97,024	53.20	N.A.	—	547	0.30	N.A.	—	N.A.	—
LTD II	21,950	45.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Thunderbird	215,947	76.00	N.A.	—	10,513	3.70	N.A.	—	12,218	4.30
Ford	208,926	58.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln-Mercury Division	542,718	62.80	N.A.	—	51,620	5.97	36,029	4.17	N.A.	—
Bobcat	N.A.	—	N.A.	—	N.A.	—	4,072	8.10	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	20,046	18.20	N.A.	—
Zephyr	46,264	36.90	N.A.	—	N.A.	—	11,911	9.50	N.A.	—
Monarch	41,733	55.00	N.A.	—	455	0.60	N.A.	—	N.A.	—
Cougar/XR7	170,279	98.90	N.A.	—	9,496	5.50	N.A.	—	N.A.	—
Mercury	106,022	75.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln	91,118	98.40	N.A.	—	13,242	14.30	N.A.	—	N.A.	—
Versailles	21,007	100.00	N.A.	—	2,836	13.50	N.A.	—	N.A.	—
Mark V	66,295	87.30	N.A.	—	25,591	33.70	N.A.	—	N.A.	—
GENERAL MOTORS	1,598,218	31.01	9,643	0.19	93,352	1.81	16,346	0.32	187,161	3.63
Buick Division	336,401	46.25	N.A.	—	21,008	2.89	757	0.01	4,237	0.58
Skyhawk	N.A.	—	N.A.	—	N.A.	—	757	3.30	N.A.	—
'79 Skylark	9,830	33.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Century	2,655	4.80	N.A.	—	53	0.10	N.A.	—	N.A.	—
Regal	120,218	44.00	N.A.	—	6,754	2.50	N.A.	—	4,237	1.50
Buick	170,330	58.00	N.A.	—	6,154	2.10	N.A.	—	N.A.	—
Riviera	33,368	63.90	N.A.	—	8,047	15.40	N.A.	—	N.A.	—
Cadillac Division	311,810	81.82	N.A.	—	28,414	7.46	N.A.	—	N.A.	—
Seville	42,200	78.89	N.A.	—	6,239	11.66	N.A.	—	N.A.	—
Cadillac	232,407	89.32	N.A.	—	10,750	4.13	N.A.	—	N.A.	—
Eldorado	37,203	55.16	N.A.	—	11,425	16.94	N.A.	—	N.A.	—
Chevrolet Division	241,857	10.66	N.A.	—	13,895	0.61	9,810	0.43	97,027	4.28
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monza	9,324	5.70	N.A.	—	N.A.	—	6,066	3.70	N.A.	—
Camaro	5,369	1.90	N.A.	—	N.A.	—	N.A.	—	33,627	11.90
Citation	N.A.	—	N.A.	—	N.A.	—	3,744	2.00	N.A.	—
Sportvan	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu/Chevelle	40,045	10.60	N.A.	—	756	0.20	N.A.	—	N.A.	—
Monte Carlo	90,856	32.20	N.A.	—	7,054	2.50	N.A.	—	9,593	3.40
Chevrolet	96,263	17.40	N.A.	—	6,085	1.10	N.A.	—	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	53,807	100.00
Oldsmobile Division	521,591	51.55	9,643	0.95	18,610	1.84	N.A.	—	10,657	1.05
Starfire	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
'79 Omega	4,043	27.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass	234,973	46.30	9,643	1.90	N.A.	—	N.A.	—	10,657	2.10
Oldsmobile	256,159	61.10	N.A.	—	10,114	2.40	N.A.	—	N.A.	—
Toronado	26,416	52.80	N.A.	—	8,496	17.00	N.A.	—	N.A.	—
Pontiac Division	186,559	24.38	N.A.	—	11,425	1.49	5,779	0.76	75,240	9.83
Sunbird	10,812	11.05	N.A.	—	N.A.	—	5,779	5.91	N.A.	—
'79 Phoenix	6,997	28.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	69,019	32.64
LeMans	14,685	13.03	N.A.	—	372	0.33	N.A.	—	N.A.	—
Grand Prix	72,157	51.85	N.A.	—	6,304	4.53	N.A.	—	6,221	4.47
Pontiac	81,908	45.71	N.A.	—	4,749	2.65	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	4,032	3.00	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	3,346,118	35.80	4,032	0.01	166,593	1.78	150,836	1.61	198,071	2.12

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79 model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.



Detroit eyes Third World

Potential market is huge, but so are problems

There is no doubt that Detroit's important international operations will continue to grow in the 1980s, but whether the overseas expansionism will find viable markets in the Third World is less certain.

There are several reasons why forays into less developed countries (LDCs) in South America, Africa, the Middle East and Asia might not be successful.

First, the economies in most South American countries, where to some extent the auto makers have already established beachheads, are in dissarray, due to the increasing cost of petroleum and political instability in some cases.

In fact, most LDCs outside the Middle East are facing similar economic problems. Continental Bank reports that total external public debt of the LDCs (including southern European countries except Italy and excluding Saudi Arabia and Kuwait) is about $495 billion and the debt service (yearly payment of principle plus interest) is about 14 percent of LDC exports.

This means reduced trade income, a balance of trade problems, higher inflation and less real disposable income.

Another reason is competition. Where there are viable markets, there will be competition, particularly from the Japanese makers, who have been export-minded for decades and have products more closely resembling those needed in the Third World.

Also, many countries are developing industrial policies which require foreign companies assume only a minority interest in a business or at least require there be a national partner.

An example of a Third World company which has had an unfavorable situation lately is General Motors Iran Ltd., in which GM has a 45 percent equity position. GM had no U. S. nationals there when the Iran crisis began, but it also had no control over the plant.

There is also competition from economic substitutions, like bicycles and Mopeds, which have found great acceptance in the teeming urban areas of Asia.

Although the Peoples Republic of China, a potentially large Third World market, has indicated a willingness to talk to U. S. manufacturers, there is still a question about whether U. S. manufacturers will be willing to do business on Chinese terms, which are likely to include plant ownership and control, purchase of technology and barter payment terms.

China also has a fairly standard Third World problem in its ancient and inadequate roads.

Although there are several problems likely to hamper demand, and a few likely to restrict Detroit's willingness and ability to supply vehicles to the LDCs, Ford and GM are still looking at those countries, because the price tags for their world cars require high volumes to lower unit costs.

Automotive parts Market Growth

Average annual Growth Rate
(In real terms)

	1980-85	1985-90
World		
OEM Parts	3.5%	4.5%
Replacement Parts	7.0	9.0
Domestic		
OEM Parts	3.0	3.0
Replacement Parts	5.0	5.0

Outlook for Business and Market Conditions

	1985			1990		
Relative Stability	Management-Suppliers Panel	Marketing-Manufacturers Panel	Marketing-Suppliers Panel	Management-Suppliers Panel	Marketing-Manufacturers Panel	Marketing-Suppliers Panel
Much Less	11%	8%	0%	4%	0%	0%
Somewhat Less	57	8	47	33	8	18
Same	15	33	32	15	0	32
Somewhat More	17	43	18	44	59	47
Much More	0	8	3	4	33	3

Directions of future Government Regulations

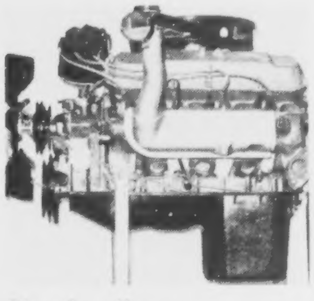
Percent of Panelists

	1980-85		1985-90	
Condition	Marketing-Manufacturers Panel	Marketing-Suppliers Panel	Marketing-Manufacturers Panel	Marketing-Suppliers Panel
Tightening	25%	41%	17%	22%
Tempering	42	34	66	66
No Change	33	25	17	12
	100%	100%	100%	100%

Changes in Government Regulations during 1980s

Percent of Panelists Forecasting:

Elements	Easing	Tightening	No Change
Fuel Economy	0%	86%	14%
Safety	5	52	43
Diesel Emissions	57	33	10
Gasoline Engine Emissions	25	5	70



Plastic oil pan

Some 1980 Cadillacs are fitted with an oil pan made of a glass and mineral-filled nylon from Allied Fibers & Plastics Co. In metal, the deep-sump pan is 50 percent heavier and is made of two pieces.

Detroit outlook optimistic

Wide-ranging change will highlight the '80s

By Edward Lapham
Financial Editor

DETROIT. — Japanese car makers will be assembling 300,000 cars a year in U. S. plants by 1985 and double that to 600,000 by 1990, according to a survey of OEM and supplier executives.

The survey, conducted by Big 8 accounting firm Arthur Andersen & Co. with the assistance of the University of Michigan, found that executives from Detroit and its suppliers had a generally optimistic outlook for the 1980s.

"Automotive executives expect radical changes in the industry during the next decade," said Peter Van Hull, Arthur Andersen partner in charge of the project.

"Results of the survey indicate that by 1990 about 75 percent of all cars will have onboard, computerized, diagnostic instrumentation, steel usage will fall by about one-third, plastic usage will increase 70 percent and scheduled maintenance intervals will increase to 15,000 miles," said David Cole, director of the Office for the Study of Automotive Transportation at U. of M.

Van Hull and Cole were two of the study designers.

Van Hull said Arthur Andersen undertook the study because many of its clients are automotive suppliers and can benefit from the work. "Short-term planning within the industry has been adequate, but we found that long-term planning clearly is not sufficient.

"There is a wide gap between the views of suppliers and manufacturers. Even within companies, management, marketing and technological experts often don't agree."

Arthur Andersen and U of M officials used the Delphi process to survey chief executive officers, other senior management, engineering and technical experts plus senior marketing executives in six major areas.

In the area of investments, the surveyed executives said they expect much of the expenditures to go toward improving productivity and reducing costs, followed closely by plant expansion.

Capital equipment and facilities spending by auto manufacturers during 1986-91 will reach a total of $75 billion, according to the study.

Suppliers said they will be continuing to diversify into non-automotive markets in the 1980s and 35 percent of 1980-1985 investments will be in non-automotive areas, increasing to 40 percent in the second half of the decade.

In the area of government regulations, "virtually all participants" predicted that hydrocarbon, carbon monoxide, and oxides of nitrogen emissions standards will not be tightened by 1985. However, they did expect the corporate average fuel economy standards to rise to 30 MPG by 1990.

In the area of the labor market, the panelists said they expect the standard work week for the auto industry to hold at 40 hours until 1985, drop to 36 hours by 1990 and drop further to 32 hours by 1995.

They expect skilled tradesmen to earn at a rate of 125 percent higher than their current average wage—$25 an hour in 1990 compared with $12 an hour in 1980—increasing the disparity between them and assemblers who are expected to double their hourly rate to $18.

In the area of strategic planning, the Arthur Andersen study found suppliers and auto makers ready to devote more attention in order to "expand shares of both new and existing markets."

The study went into a lot of detail in the area of technology, where panelists predicted that by 1985 half of all U. S. built cars will have front-wheel-drive and four-cylinder, transversely-mounted engines. That configuration is expected to jump to 65 percent by 1990.

Diesel powered cars will account for 15 percent of U. S. output in 1985 and 25 percent in 1990, while electric cars will account for about 5 percent of the total by 1990, panelists said.

The participants were generally optimistic about the overall market outlook, although there were some differences of opinion between the auto makers and their suppliers.

In general, the auto manufacturers saw the 1980s as "a more stable time" than the supplier, who said they expect unstable conditions to continue until the mid-1980s and improve in the latter half of the decade.

Original equipment auto parts sales were forecast to grow at a faster rate than auto sales, due to some increased penetration abroad, registering an average annual growth rate of 3 percent. Auto sales were forecast at a 2 percent average annual growth rate through 1990, yielding 11 to 12 million units in 1985 and 12.5 to 13 million units in 1990.

Richard Measelle, partner in charge of Arthur Andersen's Detroit office said he expects "middle-line suppliers" to benefit most from this study. "The large companies can afford to do their own studies," he said. "This will benefit those who do not have the resources to conduct their own."

The Delphi procedures, developed by the Rand Corp., involved polling anonymous participants, tabulating results, using selective feedback and then selectively re-polling.

In general, the technology panel was more conservative than the marketing panel and the supplier participants were more conservative than the auto making participants, Van Hull said.

Future of front-engine, front-drive cars

Percent of U.S. Market

Year	Technology Panel	Marketing-Manufacturers Panel
1985	50%	55%
1990	70	78

factories list auction dates

American Motors

Jan. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.

Jan. 9 — Dallas Auto Auction, Grand Prairie, Tex.

Jan. 10 — Todd Auto Auction, Rte. 309, Telford, Pa.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Jan. 11—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Model breakdown
Auction averages

	December	November	October
1979	$5,608	$5,566	$5,702
1978	3,741	4,028	4,484
1977	3,043	3,179	3,639
1976	2,297	2,433	2,592
1975	1,828	1,870	1,727
1974	1,409	1,450	1,431
1973	1,120	1,106	1,147
1972	975	976	971
Overall Average	$3,262	$3,293	$3,266

Ford Motor Co.

Jan. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 9—Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Jan. 10 — 166 Auto Auction, 2955 W. Sunshine, Springfield, Mo.

Chrysler Corp.

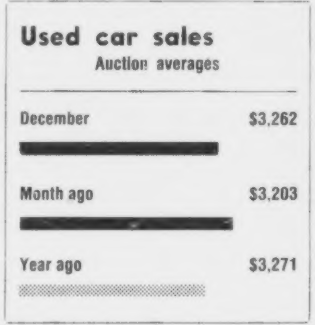
Jan. 7 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 8 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Jan. 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Jan. 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Jan. 11 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Co., 6464 Downing St., Denver.



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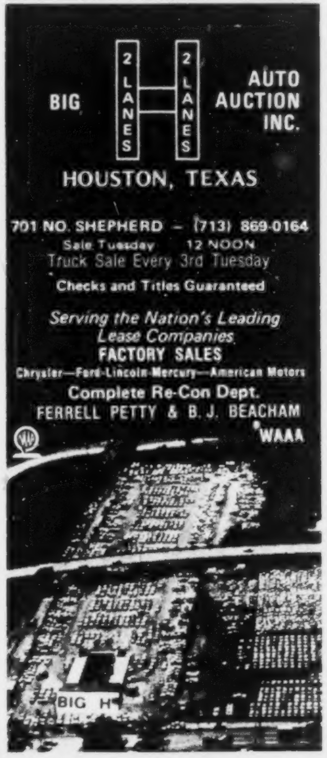

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1979 total was 8,410,666 cars

Auto production lowest in 4 years

By Marjorie Sorge
Staff Writer

U. S. auto production for 1979 was the lowest since the 1975 recession year, and December was the lowest for that month since 1974.

Output for the year was 8,410,666, a decline of 7.77 percent from the 9,119,548 built in 1978. The total production in 1975 was 6,740,584.

Breakdown by company for the year was: General Motors, 61.05 percent; Ford, 23.86 percent; Chrysler, 10.78 percent; American Motors, 2.20 percent; Volkswagen of America, 2.06 percent, and Checker, 0.05 percent.

In December the makers built 458,029 units, down 28.13 percent from the 637,336 completed in December, 1978. In 1974, the makers completed 356,589 units in December.

During the fourth quarter the auto industry built 1,883,268 units, down 22.03 percent from the 2,415,441 assembled during the fourth quarter of 1978. It is the lowest figure for that quarter since the 1,815,054 assembled in 1974.

Planned output last week was 92,060, down 20.01 percent from the 115,094 built the week ended Dec. 22, 1979, and 40.63 percent below the 155,070 built in the equivalent 1979 week. There were three days of production this year in the first week of the new year while there were four in 1980.

There were five plants down last week. Chrysler Newark and St. Louis were closed for retooling to add Volare and Aspen capacity. General Motors closed Fremont and Lordstown last week to balance inventories. Ford closed Wixom for the same reason.

Chrysler permanently closed its Hamtramck assembly plant last Friday (Jan. 4). The point

Chrysler's Newark plant reopens Jan. 14 and St. Louis rebuilt Volare and Aspen.
sumes operations Jan. 21.

The Ford Wixom plant reopens Jan. 14.

Down this week are 15 plants: GM Janesville and Fremont; Chrysler Newark and St. Louis, and Ford Atlanta, Chicago, Lorain, Los Angeles, Mahwah, Metuchen, St. Louis and Wayne (all for two weeks) and Wixom, San Jose and Lorain (for one week).

All plants were down for inventory adjustment except Chrysler Newark and St. Louis, closed for retooling, and GM Fremont, down to change the paint system to meet the California air requirements

Two plants were slated for Saturday work: G:M Tarrytown and Oklahoma City .

'79 truck output lowest since '75 at 2.7 million

U. S. truck production in 1979 was the lowest since 1975, and the December total was the lowest for the month since 1970.

During 1979, the truck makers built 2,754,235 units, down 27.45 percent from the 3,796,099, completed in 1978. In 1975 the industry assémbled 2,250,507 units.

For December, the truck makers built 153,255 units, down 44.52 percent from the 276,248 completed in the same month in 1978. In December, 1970, the makers built 143,627 units.

Planned truck production during last week's holiday-shortened period was 28,718, down 42.71 percent from the 50,127 completed the week ended Dec. 22, 1979 and down 58.43 percent from the 69,090 assembled the week ended Jan. 6, 1978.

Two General Motors truck plants, Fremont and Janesville, were down last week to balance inventories. The Baltimore point was down Wednesday (Jan. 2).

Six plants will be closed this week to cut inventories: Chrysler Missouri and Warren, and Ford Kansas City, Missouri, Lorain and the adjoining Avon Lake.

International Harvester is still down because of a contract strike.

No overtime was scheduled last week.

Canadian output of cars, trucks drops for year

Canadian auto production for 1979 was the lowest since 1970, and the December total was the worst since 1964.

The truck makers, faring better, had their lowest year since 1977, and the December total was far below the 1978 figure.

The total output for Canadian cars in 1979 was 987,753, down 12.67 percent from the 1,131,050 built in 1978. In 1970, the auto makers produced 923,538 units.

The December total was 59,902, down 29.84 percent from the 85,377 completed in December, 1978. In December, 1964, the makers built 41,061 cars.

The truck makers assembled 647,297 vehicles during 1979, down 4.20 percent from the 675,687 built in 1978. In 1977, the industry completed 602,458 units.

The December truck total was 41,191, down 19.28 percent from the 51,029 built in December, 1978.

For the first week of 1980, shortened by the holidays, the Canadian auto makers assembled 12,239 units, down 32.19 percent from the 18,320 units completed the week ended Dec. 22, 1979. The figure is down 39.38 percent from the 20,189 built in the equivalent 1979 week.

The truck makers planned 7,224 units last week, down 37.16 percent from the 11,495 built the week ended Dec. 22, 1979, and down 39.90 percent from the 12,020 assembled the week ended Jan. 6, 1979.

Chrysler and American Motors were down the week ended Dec. 22 for inventory adjustment. Chrysler reopened its Windsor car assembly plant today (Jan. 7) and AMC resumed operations at its Brampton Jeep point. However, Chrysler's Pillette Rd. truck plant will remain closed until Jan. 28.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 5, 1980	Same Week, 1979	Week Ended Dec. 22, 1979	Dec. Total	1978 Total	1979 Total
CHEVROLET	7,130	21,813	14,790	47,607	1,202,021	991,201
DODGE/PLYMOUTH	2,720	9,780	4,620	13,853	530,565	325,016
FORD	13,074	25,599	19,748	55,276	1,278,552	1,068,294
GMC	2,332	5,608	4,955	16,367	373,783	1,719
INTERNATIONAL	....	1,778	....	....	123,123	116,559*
MACK	370	383	714	1,741	33,114	35,937
WHITE	45	201	199	568	15,714	11,260*
JEEP	1,500*	2,640	2,975*	10,841	180,514	134,624
AM CORP.	272*	388	450*	1,608	19,509	23,934
VOLKSWAGEN	375	....	776	2,154	....	2,407
MISCELLANEOUS	900	900	900	3,240	39,204	43,284
Total Trucks, U. S.	28,718	69,090	50,127	153,255	3,796,099	2,754,235

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 5, 1980	Same Week, 1979	Week Ended Dec. 22, 1979	Dec. Total	1978 Total	1979 Total
CHRYSLER CORP.	....	1,355	....	3,241	95,415	60,872
FORD MOTOR	2,640	4,018	4,762	12,786	251,809	215,795
GENERAL MOTORS	3,594	5,365	6,406	18,341	282,816	288,880
AMERICAN MOTORS	636	912	....	4,427	17,880	51,935
INTERNATIONAL	279	270	151	1,874*	19,769	21,924*
MACK	36	49	90	264	3,508	3,877
WHITE	39	51	86	258	3,490	4,016*
Total Trucks, Canada	7,224	12,020	11,495	41,191	675,687	647,297
N. American Trucks	35,942	81,110	61,622	194,446	4,471,786	3,401,532

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

*—Revised †—Now includes van production.

U. S. CAR PRODUCTION

	Week Ended Jan. 5, 1980	Same Week, 1979	Week Ended Dec. 22, 1979	Dec. Total	1978 Total	1979 Total
AMERICAN MOTORS	1,940*	3,616	4,125*	14,627	164,351	184,636
Gremlin	....	....	....	....	....	....
Eagle	....	....	....	5,006	....	....
Concord	....	2,136	....	5,647	106,703	....
'78 AMX	....	200	....	....	2,725	....
Pacer	....	320	....	52	15,386	....
Matador	....	....	....	....	4,803	....
Spirit	....	960	....	3,922	34,734	....
CHRYSLER CORP.	5,990	20,218	10,155	49,227	1,082,274	906,675
Plymouth Total	2,840	7,367	4,724	20,847	437,441	368,076
Horizon	1,960	3,272	3,246	10,886	162,011	169,965
Volare	680	4,025	1,125	8,417	221,761	183,486
Fury	....	....	....	....	49,176	....
'80 Gran Fury	200	....	353	1,115	....	5,412
Caravelle	....	70	....	429	....	9,213
Chrysler Total	490	4,870	859	7,932	236,504	181,426
Chrysler	490	1,880	859	2,680	85,596	77,748
LeBaron	....	2,990	....	5,252	150,908	103,678
Dodge Total	2,660	7,981	4,572	20,448	408,327	357,173
Omni	1,650	2,628	2,874	9,018	126,225	148,108
St. Regis	250	1,284	430	1,095	15,453	25,845
Diplomat	....	1,294	....	2,780	75,755	50,610
Aspen	760	2,775	1,268	7,555	162,650	132,610
Monaco	....	....	....	....	28,246	....
FORD MOTOR	24,768	46,895	21,730	75,674	2,511,888	2,006,837
Ford Division	17,847	29,863	13,505	52,853	1,698,136	1,345,427
Pinto	1,761	2,414	3,444	6,940	185,091	172,619
Mustang II/Mustang	3,255	7,180	....	10,032	240,162	365,357
Fairmont	3,999	3,657	6,599	16,073	286,046	213,761
Granada	2,064	3,378	....	3,182	246,407	139,402
LTD II	....	870	....	....	134,608	22,667
Thunderbird	3,696	4,780	3,462	9,494	326,873	264,451
Ford	3,072	7,584	....	5,137	278,949	167,170
L-M Division	6,921	17,032	8,225	24,816	813,752	661,410
Mercury Total	6,786	13,123	4,907	17,918	624,229	509,450
Bobcat	639	590	544	1,108	38,601	43,374
Capri	1,305	1,613	....	3,224	37,143	107,094
Zephyr	1,185	1,254	1,783	4,599	88,254	62,837
Monarch	681	1,840	....	1,375	89,974	59,810
Cougar/XR7	1,440	4,049	....	2,447	218,108	135,398
Mercury	1,536	3,777	2,580	5,165	152,149	100,937
Lincoln Total	135	3,909	3,318	6,898	189,523	151,960
Lincoln	....	1,858	1,101	2,129	98,119	71,783
Versailles	135	531	....	243	15,559	11,864
Mark VI	....	1,520	2,217	4,526	75,845	68,313
GENERAL MOTORS	56,637	82,182	73,904	303,211	5,316,616	5,134,560
Buick Division	9,169	12,493	17,166	55,287	810,324	787,123
Skyhawk	....	272	....	435	24,980	24,715
Skylark/'79-'80	3,102	....	4,110	12,987	107,276	121,599
Century	1,335	845	3,404	9,979	77,205	73,188
Regal	1,535	4,517	4,400	13,437	275,007	257,372
Buick	2,422	5,796	4,081	14,480	300,677	252,220
Riviera	775	1,063	1,171	3,969	25,179	58,029
Cadillac Division	4,223	7,024	7,212	22,478	350,761	345,831
Seville	708	1,017	1,174	3,929	59,794	48,308
Cadillac	2,552	4,580	4,650	13,930	244,355	230,958
Eldorado	747	1,427	1,388	4,619	46,612	66,565
Chevrolet Division	24,465	35,425	37,027	135,623	2,364,685	2,261,757
Chevette	5,235	4,750	9,062	26,929	301,615	413,627
Monza	1,860	2,608	3,246	8,992	166,948	157,974
Camaro	1,145	5,500	2,827	13,104	281,754	257,873
Nova/Citation	6,475	....	9,006	30,938	279,789	321,372
Malibu	3,380	7,114	2,730	17,227	435,753	385,487
Monte Carlo	2,100	5,527	1,508	10,778	325,786	229,459
Chevrolet	3,670	9,132	7,650	23,502	524,074	447,397
Corvette	600	794	998	3,309	48,966	48,568
Oldsmobile Division	10,138	14,605	3,915	48,406	910,252	1,008,249
Starfire	....	310	....	1,361	17,548	21,609
Omega/'79-'80	1,132	....	2,057	6,639	47,279	58,033
Cutlass	4,527	5,765	712	19,825	416,458	509,727
Oldsmobile	3,864	7,224	....	16,748	400,714	365,328
Toronado	615	1,306	1,146	3,833	28,253	53,552
Pontiac Division	8,642	12,635	8,584	41,417	880,594	731,600
Acadian†	285	267	284	1,011	13,585	17,133
Sunbird	1,980	1,314	3,117	8,012	88,714	105,998
Phoenix/'79-'80	1,686	....	2,407	8,316	67,951	88,139
Firebird	833	4,266	1,928	9,348	195,377	194,034
LeMans	780	1,997	848	4,314	124,035	88,652
Grand Prix	1,446	1,475	....	4,837	206,605	93,158
Pontiac	1,632	3,316	....	5,579	184,327	144,486
VOLKSWAGEN	2,625	2,071	5,085	15,033	40,194	173,192
CHECKER	100	88	95	257	4,225	4,766
Total Cars, U. S.	92,060	155,070	115,094	458,029	9,119,548	8,410,666

CANADIAN CAR PRODUCTION

	Week Ended Jan. 5, 1980	Same Week, 1979	Week Ended Dec. 22, 1979	Dec. Total	1978 Total	'1979 Total
CHRYSLER CORP	1,304	3,465	....	8,903	160,085	134,083
FORD MOTOR	3,744	6,111	6,237	14,924	372,296	286,400
GENERAL MOTORS	7,056	10,469	11,858	35,176	564,187	558,548
AMERICAN MOTORS	....	....	....	....	26,283	....
VOLVO	135	144	225	899	8,199	8,719
Total Cars, Canada	12,239	20,189	18,320	59,902	1,131,050	987,753
N. American Cars	104,299	175,259	133,414	517,931	10,250,598	9,398,419
N. American Trucks	35,942	81,110	61,622	194,446	4,471,786	3,401,532
North American Cars and Trucks	140,241	256,369	195,036	712,377	14,722,384	12,799,951

†—All Acadians are built for sale in Canada. ***—Estimated.**

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Automotive News

Detroit, January 14, 1980

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Now it's official

Ceremony marks Chrysler bill signing

Chrysler Chairman Lee Iacocca bowed in deference to President Carter as the two shook hands at a White House ceremony when Carter signed the Chrysler aid bill. Senator Donald Riegle, Michigan Democrat, and UAW President Douglas Fraser were among the bill's supporters present at the signing. The participants lauded Carter and each other for the work done in the legislative process. Story on Page 2.

Jan. 1 new-car inventory is trimmed by 100,000

By Richard A. Wright
Assistant Managing Editor

The domestic auto industry sliced more than 100,000 units out of its inventory of new cars during December, but because of declining sales it opened the new year with a 75-day supply, heaviest for a Jan. 1 since 1975.

The industry had 1,661,718 new cars in stock Jan. 1, compared with 1,767,097 on Dec. 1, a 75-day supply. A year earlier, the industry had 1,729,221 new cars in stock, a 67-day supply.

On Jan. 1, 1975, in the midst of the most severe recession since the Depression of the '30s, the industry had 1,654,500 new cars in inventory, a 96-day supply at the then-current sales rate.

General Motors' X-body cars continued in very short supply, but other than that gluts were the rule.

GM had a 65-day supply Jan. 1, up from a 63-day supply a month earlier. Lines in heavy supply included the historically hot-selling Camaro, Firebird, Monte Carlo and Grand Prix.

Ford Motor Co. entered 1980 with an 86-day supply, down slightly from 87 days Dec. 1. Ford's heavy stock of Pinto and Bobcat helped balloon the subcompact supply.

Chrysler Corp. sales picked up in the wake of Congress' move to provide financial aid and it had a 113-day supply Jan. 1, down from 128 days a month earlier. But stocks of all lines were heavy, even Omni and Horizon.

American Motors had a 78-day supply, up from 59 days Dec. 1. Eagle stocks were still relatively light.

Volkswagen of America boosted its stockpile to a 42-day supply, compared with a slim 26-day supply on Dec. 1.

The Jan. 1 domestic new-car inventory was divided this way: GM, 52.78 percent; Ford Motor Co., 27.74 percent; Chrysler Corp., 15.49 precent; AMC, 2.69 percent, and VWoA, 1.30 percent.

A month earlier, the new-car inventory was divided as follows: GM, 52.27 percent; Ford Motor Co., 29.09 percent; Chrysler Corp., 14.93 percent; AMC, 2.62 percent, and VWoA, 1.09 percent.

• By size class, subcompacts were in 75½-day supply, compared with 74 days Dec. 1. Compacts were in 65-day stock, little changed from 65½ days a month earlier.

The industry had an 87-day supply of intermediates, up from 78½ days; a 91-day supply of standards, up from 87 days, and a 53-day stock of luxury cars, compared with 52 days a month earlier.

The Jan. 1 inventory was divided this way among the size classes: Subcompact, 16.47 percent; compact, 23.84 percent; intermediate, 32.90 percent;

Continued on Page 38, Col. 3

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Jan. 1, 1980	Dec. 1, 1979	Jan. 1, 1979
Spirit	98	79	193
Concord	76	54	126
Eagle	57	42	—
Pacer	110½	91	170½
AMERICAN MTRS.	78	59	149
Horizon	93	102	92
Volare	99	118	98
Gran Fury	140	312	—
Plymouth	97	112	96
LeBaron	112	120	86
Cordoba	132	131	112
Chrysler	131	172	104
Chrysler	124	135	98
Omni	89	96	90
Aspen	111	138	111
Diplomat	165	198	110
Mirada/Magnum	164½	175	146
St. Regis	177	226	203
Dodge	119	138	112
CHRYSLER CORP.	113	128	103
Pinto	115	114	113
Mustang	99	96	56
Fairmont	69	72	94
Granada	98	75	87
Thunderbird	88	81	46
Ford	88	110	87
Ford	89	89	78½
Bobcat	105	105	129
Capri	88	88	65
Zephyr	62	67	100
Monarch	77	77	82
Cougar XR-7	92	88	56
Mercury	68	84	76
Mercury	80	82	77
Versailles	71	68	66
Lincoln	94	93	33
Mark V/VI	67	66	40
Lincoln	76	76	39
FORD MOTOR CO.	86	87	75
Skyhawk	168½	128	65
Skylark	14½	9	94
Century	47	50	71
Regal	71½	58	55
LeSabre	79	80	36½
Electra	70	70½	46
Riviera	50	43	23
Buick	57	51½	51
Seville	46	44	43
Cadillac	47	48	21½
Eldorado	31	32	25
Cadillac	44	44½	25
Chevette	49½	54	66
Monza	85	153	60½
Citation/Nova	26	29	97½
Camaro	106	86	26
Malibu	81½	72	81½
Monte Carlo	99½	91	100
Chevrolet	93	94	66
Corvette	48	38	26
Chevrolet	70	69	69½
Starfire	152	108	54
Omega	23	23	107
Cutlass	55	49	54
Supreme	73	60	43
Olds 88	51½	55	21
Olds 98	48	51	29½
Toronado	51	47	25
Oldsmobile	57	53	38
Sunbird	85	80	52
Phoenix	17	23	138
Firebird	105	100	22
LeMans	96	84	70½
Grand Prix	95	91	67
Pontiac	71½	80	44
Pontiac	78	79	53
GENERAL MOTORS	65	63	54
VOLKSWAGEN	42	33	51
TOTAL CARS, U.S.	75	74	67

Unhappy customers have 30 days to return car

Chrysler testing buy-back plan

By Joseph Bohn
Marketing Editor

Chrysler Corp. is launching a test program in the Salt Lake City area today which is the first of its kind in the industry. It has received the strong support of dealers involved.

Essentially, it is a 30-day money-back guarantee to car buyers for a full refund of their purchase price if they don't like the vehicle they bought.

Chrysler is allowing buyers one month, or 1,000 miles of driving, whichever comes first, to take cars back and get the refund. Vehicles cannot be damaged in any way, but the company will allow normal wear and tear.

It will refund not only the full price of the car to a dissatisfied buyer, but also interest on the car loan, taxes, dealer prep charges, licenses fees and the cash value of the customer's trade-in.

Apparently Chrysler is shouldering the costs of cars that come back—but refunding only 5 percent of the car's sticker price to the dealer who is then responsible for selling the returned vehicle.

Some cars can lose as much as 15 or 20 percent in value as soon as they are driven out of the showroom. Thus, there is an element of risk for the dealers involved as well as the factory.

It's a gamble. But Chrysler wants to restore the public's faith in its products. If the incidence of returned vehicles proves low, it could turn out indeed "a revolutionary idea," as some dealers seem to feel it is.

"Everybody's really enthusiastic about it," said Dean Evans, Dean Evans Chrysler-Plymouth, Provo, Utah. He is one of the 21 dealers involved in the test-market program.

"What it does is relieve the anxiety of the buyer if he buys

Continued on Page 33, Col. 4

breaking news

Honda moves toward U.S. car assembly

TOKYO. — A feasibility study concerning the manufacture of Honda cars in the U.S. has entered the final stage, Kiyoshi Kawashima, president of Honda Motor Co., announced here. Observers said the somewhat opaque announcement meant that Honda will begin final negotiations with state and local governments, labor, utilities and suppliers with an eye toward producing cars by 1982. Kawashima indicated that construction could begin on a site adjacent to its Marysville (O). motorcycle plant before the end of this year. Plans call for a plant capable of producing 10,000 cars a month.

A Red bike that goes h-m-m-m-m?

NECKARSULM, West Germany.—Audi NSU's latest report of Wankel licensing activity says China and the Soviet

See BREAKING NEWS, Page 39, Col. 1

Could mean major changes in manufacturer-customer relationships

Pinto trial has vast implications for all industry

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — Developments in the Pinto trial in this little town are being closely watched by those who study the law and its impact on day-to-day business and industrial life.

Ford Motor Co. is standing trial on three counts of reckless homicide, and the outcome of the case will be far-reaching. What happens here—and in appeals that might follow—could change dramatically the way manufacturers meet their customers through their products.

This is the first time a car maker has been charged with a felony—homicide—and the impact of a conviction will go far beyond any dollar penalties ($30,000 maximum) in a judge's sentence. There may be an indelible stain on Ford's reputation.

From that base, there may arise an entirely new approach to product liability, legal authorities agree.

Indiana contends the Number Two auto maker's recklessness was the cause of the deaths of three teen-aged girls in the crash of a 1973 Pinto. The state claims the car was built with flaws in its basic design.

The car was hit in the rear by a fast-moving Chevrolet van as the subcompact Pinto was stopped on a highway. The little Ford burst into flame and the victims were trapped. Two girls died immediately. One lingered for eight hours and was able to offer sketchy facts.

The fiery accident happened

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January 1 domestic stock is heaviest since 1975

Continued from Page 1

standard, 20.94 percent, and luxury, 5.85 percent.

A month earlier, the inventory was divided by size class as follows: Subcompact, 15.37 percent; compact, 23.84 percent; intermediate, 33.17 percent; standard, 21.56 percent, and luxury, 6.06 percent.

The Jan. 1 days-supply figures by market class were:

Subcompact — Rabbit, 42; Chevette, 49½; Monza, 85; Sunbird, 85; Omni, 89; Horizon, 93; Spirit, 98; Bobcat, 105; Pinto, 115; Starfire, 152, and Skylark, 168½.

Compact — Skylark, 14; Phoenix, 17; Omega, 23; Citation, 26; Eagle, 57; Zephyr, 62; Fairmont, 69; Concord, 76; Capri, 88; Volare, 99; Mustang, 99; Firebird, 105; Camaro, 106; Pacer, 110½, and Aspen, 111.

Intermediate — Century, 47; Cutlass, 55; Regal, 71½; Supreme, 73; Monarch, 77; Malibu, 81½; Thunderbird, 88; Cougar XR-7, 92; Grand Prix, 95; LeMans, 96; Granada, 98; Monte Carlo, 99½; LeBaron, 112; LTD II, 115; Cordoba, 132; Mirada, 164½, and Diplomat, 165.

Standard — Olds 98, 48; Olds 88, 51½; Mercury, 68; Electra, 70; Pontiac, 71½; LeSabre, 79; Ford, 88; Chevrolet, 93; Chrysler, 131; Gran Fury, 140, and St. Regis, 177.

Luxury — Eldorado, 31; Seville, 46; Cadillac, 47; Corvette, 48; Riviera, 50; Toronado, 51; Mark VI, 67; Versailles, 71, and Lincoln, 94.

Final new-car tallies for '79

U.S. sales dip in '79 despite import record

Total new-car sales for calendar year 1979 were 10,641,099, down 5.86 percent from 11,303,909 in 1978. Record import sales cushioned the 10 percent domestic drop and increased the small-car share of the market to 55 percent from 49 percent the preceding year.

Imports increased their share of the market to a dizzying 21.85 percent with nine companies reporting biggest sales years ever. General Motors and American Motors suffered the smaller declines among the domestic new-car makers, while Volkswagen of America sales were up sevenfold.

Domestic slide began in March

By Jenny L. King
Staff Writer

What 1979 lacked in new-car sales for U. S. auto makers, it more than made up for in high drama.

As sales began a long and steady decline at the end of March, a gasoline crisis took shape in the form of gas lines and sky-high prices, imports began selling as never before and the balance of power shifted among the Big Three as Chrysler flirted with going out of business.

Domestic new-car sales for 1979 totaled 8,315,622, down 10.66 percent from 9,307,998 in 1978, which was the third best year for the U. S. industry.

Although sales were off, they were well above the 1974-75 slump, when the totals were 7.4 and 7.0 million respectively. Sales showed some signs of strengthening in the last days of the calendar year.

Of the five U. S. auto makers, only the youngest, Volkswagen of America, reported a sales gain in 1979. VWoA sales jumped to 166,839 from 23,017 as the Westmoreland operation got into high gear. General Motors continued to dominate the market although its sales declined 8.79 percent to 4,911,875 from a record 5,385,282.

Tables on Page 34

Ford Motor Co. and Chrysler Corp. suffered substantial sales reversals in 1979. Ford sales slipped 17.43 percent to 2,132,644 from 2,582,702, while Chrysler was down 17.80 percent to 942,207 from 1,146,2[illegible]. American Motors reported strong sales during the last quarter, braking its skid to a 5.08 percent decline. AMC sales totaled 162,057 compared with 170,739 a year ago.

At the expense of Ford and Chrysler, GM increased its share of the domestic market to 59.07 percent, up from 57.86 percent. GM earned over 60 percent of the domestic market 14 sales periods in 1979. Ford sales accounted for 25.64 percent, down from 27.75 percent. Chrysler's share of the 1979 market was 11.33 percent, down from 12.31 percent.

American Motors increased its market share to 1.95 percent from 1.83 percent, and VWoA climbed to 2.01 percent from 0.25 percent in 1978.

The 1979 domestic market class profile showed subcompacts at 16.46 percent, compacts at 26.73 percent, intermediates at 30.44 percent, standard-size at 19.37 percent and luxury models at 7.00 percent.

The five division records set in 1978 remained untouched as every make was down except VW's Rabbit. The greatest drop was Lincoln's 30.36 percent; a

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Where auto market was in 1979

	Total Sales	Pct. of Total
SUBCOMPACT	1,368,469	12.86
COMPACT	2,222,841	20.89
INTERMEDIATE	2,531,585	23.79
STANDARD	1,610,544	15.14
LUXURY	582,183	5.47
IMPORT	2,325,477	21.85
TOTAL	10,641,099	100.00

Imports gather year-end steam

By Richard A. Wright
Assistant Managing Editor

There is no question that 1979 was the year of the import, and sales of new imported cars closed the year more strongly than they began it.

The total of 2,325,477 new imported-car sales in 1980 was up 16.51 percent from 1,995,911 in 1978, and far surpassed the previous record of 2,071,100 set in 1977.

In rolling up the record-smashing year, import sales set a monthly mark in every month except January, and over one-third of the reporting nameplates—including the five top sellers—had their biggest sales years since entering the U.S. market.

December sales totaled a record 171,257, up a whopping 38.85 percent from 123,342 a year earlier. The previous December record was 149,500, set in 1977.

Import penetration of total U.S. sales for the year was 21.85 percent, up sharply from 16.04 percent in 1978.

Import penetration in December was 23.61 percent, second highest for any month in history, trailing only May, 1979, when imports accounted for 24.27 percent of the U.S. market. A year earlier, imports took 16.04 percent of the December total.

- Nine of the 26 reporting import nameplates posted their biggest sales years ever, including the five biggest sellers, Toyota, Datsun, Honda, Mazda and Subaru.

The Japanese makes achieved almost total hegemony in the U.S. import market as Volkswagen became during the year a largely domestic maker and dropped into sixth place.

Other nameplates which set records in 1979 were Arrow, BMW, Fiesta and Mercedes-Benz.

The roster of reporting nameplates was down by one in 1979 as the European-built Capri

Continued on Page 34, Col. 1

But rate of increase slows a bit

Service business gains for month

By Francis J. Gawronski
Service Editor

Service and parts business in the nation's new-car dealerships continued to show strength in November, but the rate of growth declined somewhat from that achieved the previous month.

According to the AUTOMOTIVE NEWS Service Index, dealers' shop volume in November amounted to 106.2 percent of that recorded in the same month in 1978.

In October, dealers' service and parts business had been 109.5 percent of the volume for the same month a year earlier.

Four of the five indicators used in the Service Index made impressive gains in November.

For the seventh consecutive month, repair orders written failed to show a gain. This indicator was down 3.5 percent in November.

The indicator showing the biggest gain in November was shop parts sales (those used in the dealer's shop on customer-paid and warranty jobs). This activity advanced 11.7 percent above similar sales a year ago.

- Total labor sales—both customer-paid and warranty—finished second, climbing 9.6 percent above the year-earlier total.

Sales of all parts and accessories advanced 7.1 percent above the sales in the same month a year ago, while gross profit on all labor, parts and P&A sales—the most vital indicator from the dealers' viewpoint—was up 6.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the 11-month period of 1979, shop business amounted to 108.7 percent of the business done in the comparable period of 1978.

The leading indicator for the January-November period was labor sales, up 13.4 percent, followed by sales of all parts and accessories, up 11.5 percent.

Shop parts sales climbed 10.9 percent in the period, while gross profit advanced 9.9 percent. Repair orders written declined 3.0 percent during the period.

SERVICE INDEX 106.2*

	Nov. '79 vs Nov., '78	11 mos., '79 vs 11 mos., '78
Gross Profit on All Labor and P&A Sales	+ 6.4%	+ 9.9%
Repair Orders Written	— 3.5%	— 3.0%
Total Labor Sales (Customer & Warranty)	+ 9.6%	+13.4%
Shop Parts Sales (Customer & Warranty)	+11.7%	+10.9%
Sales of All P&A	+ 7.1%	+11.5%

*—Survey by Automotive News shows that dealers' service and parts business in Nov. 1979, was 106.2 percent of business in Nov., 1978. Service business in the 11 months of 1979 was 108.7 percent of business in the corresponding period in 1978.

Frugality trend shows up in '79 mdels

Fewer buyers pick power options

By Joseph Bohn
Marketing Editor

Power accessories appear to be on the decline as a result of the trend toward smaller models and greater frugality by car buyers.

Generally, rear window defogger-defrosters and speed regulating devices showed a gain on '79 models. Power side windows were up slightly, though this option has pretty much plateaued.

Power brakes, steering and seats were all on the wane.

Overall, 89.46 percent of domestic cars came with power steering in the '79 model year, equal to 8,360,703 units. This was down from 92.62 percent, or 8,469,894 in '78.

General Motors installed power steering on 4,740,059 cars, equal to 91.96 percent of its output. This was down from 93.02 percent, or 4,866,704 units, in '78.

Ford Motor installed power steering in 2,524,044 cars, equal to 91.68 percent of production. This compared with 92.71 percent, or 2,299,511 units, in '78.

Chrysler installed the accessory in 945,102 cars, or 83.20 percent of its production. The count was down 1,178,383, or 91.05 percent, in '78.

American Motors installed the accessory in 151,493 cars, or 89.41 percent of production. This was down from 125,216, or 90.83 percent, in '78.

Volkswagen of America didn't offer power steering on domestically built '79 Rabbits.

For the industry as a whole, power brakes went on 7,989,472 domestically produced units, equal to 85.49 percent of production. This was down from 8,087,583, or 88.44 percent, in '78.

• General Motors installed 4,644,078 power brake assists in its cars, equal to 90.10 percent. Installations totaled 4,684,957, or 89.55 percent, in '78.

Ford installed the brake assists in 2,290,263 cars, equal to 83.19 percent of output. This compared with 2,249,128, or 90.68 percent, in '78.

Chrysler installed the accessory in 844,869, or 74.37 percent, of its cars. This was down from 1,069,211, or 82.61 percent, in '78.

American Motors installed the accessory in 84,533, or 49.89 percent, of its cars. This was a decline from 61.14 percent, or 84,287 units, in '78.

Volkswagen put power brakes in 125,729 domestically produced Rabbits, equal to 94.60 percent of production.

Rear window defoggers/defrosters climbed sharply in '79.

They ended up on 4,448,179 domestic models, equal to 47.60 percent of output. This was up from 3,447,057, or 37.70 percent, in '78.

GM installed 2,345,924 of the options, equal to 45.51 percent of domestic car production. This

Continued on Page 24, Col. 1

POWER EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/Defroster	Percent of Output
AMERICAN MOTORS	84,533	49.89	N.A.	—	151,493	89.41	2,656	1.57	21,571	12.73	76,968	45.43
Concord	59,655	58.00	N.A.	—	99,767	97.00	N.A.	—	16,456	16.00	48,340	47.00
Pacer	7,967	78.00	N.A.	—	10,011	98.00	2,656	26.00	2,860	28.00	5,516	54.00
Spirit	16,911	30.00	N.A.	—	41,715	74.00	N.A.	—	2,255	4.00	23,112	41.00
CHRYSLER CORP.	844,869	74.37	142,325	12.53	945,102	83.20	179,922	15.84	400,921	35.29	689,418	60.69
Chrysler-Plymouth Total	536,367	76.92	113,089	16.22	591,095	84.76	138,868	19.91	217,045	31.12	419,777	60.20
Horizon	27,995	17.20	N.A.	—	67,709	41.60	N.A.	—	N.A.	—	162,763	100.00
Voyager	7,657	100.00	N.A.	—	7,573	98.90	N.A.	—	4,296	56.10	N.A.	—
Volare	183,475	87.50	2,097	1.00	198,573	94.70	3,355	1.60	20,549	9.80	83,035	39.60
Cordoba	88,015	100.00	32,390	36.80	88,015	100.00	43,391	49.30	58,970	67.00	44,272	50.30
Chrysler	100,726	100.00	51,874	51.50	100,726	100.00	55,500	55.10	72,321	71.80	63,659	63.20
LeBaron	128,499	100.00	26,728	20.80	128,499	100.00	36,622	28.50	60,909	47.40	66,048	51.40
Dodge Total	308,502	70.33	29,236	6.67	354,007	80.71	41,054	9.36	183,876	41.92	269,641	61.47
Omni	27,729	19.60	N.A.	—	62,957	44.50	N.A.	—	N.A.	—	141,477	100.00
St. Regis	34,972	100.00	9,058	25.90	34,972	100.00	12,030	34.40	19,200	54.90	21,753	62.20
Diplomat	62,781	100.00	11,049	17.60	62,781	100.00	13,058	20.80	24,736	39.40	31,139	49.60
Sportsman	25,451	100.00	N.A.	—	24,815	97.50	N.A.	—	105,367	41.40	N.A.	—
Aspen	127,215	88.60	1,723	1.20	138,128	96.20	3,733	2.60	16,512	11.50	59,731	41.60
Magnum	30,354	100.00	7,406	24.40	30,354	100.00	12,233	40.30	18,061	59.50	15,541	51.20
FORD MOTOR	2,290,263	83.19	499,574	18.15	2,524,044	91.68	645,454	23.45	964,956	35.05	1,207,051	43.85
Ford Division	1,529,311	80.97	174,601	9.24	1,706,083	90.33	255,722	13.54	507,249	26.86	737,386	39.04
Pinto	47,565	23.90	N.A.	—	94,136	47.30	N.A.	—	N.A.	—	162,399	81.60
Mustang/Mustang II	276,712	74.80	N.A.	—	321,474	86.90	N.A.	—	39,583	10.70	123,588	33.40
Fairmont	304,433	77.00	9,093	2.30	369,273	93.40	15,419	3.90	46,258	11.70	117,424	29.70
Club Wagon	52,877	100.00	N.A.	—	52,137	98.60	N.A.	—	22,684	42.90	N.A.	—
Granada	158,484	86.90	6,201	3.40	179,823	98.60	13,313	7.30	37,022	20.30	68,391	37.50
LTD II	48,564	100.00	3,253	6.70	48,564	100.00	5,342	11.00	15,686	32.30	16,366	33.70
Thunderbird	284,141	100.00	84,390	29.70	284,141	100.00	123,601	43.50	158,835	55.90	111,952	39.40
Ford	356,535	100.00	71,664	20.10	356,535	100.00	98,047	27.50	187,181	52.50	137,266	38.50
Lincoln-Mercury Division	760,952	88.06	324,973	37.61	817,961	94.65	389,732	45.10	457,707	52.97	469,665	54.35
Bobcat	14,728	29.30	N.A.	—	30,662	61.00	N.A.	—	N.A.	—	44,335	88.20
Capri	79,634	72.30	N.A.	—	91,903	82.90	N.A.	—	13,548	12.30	50,226	45.60
Zephyr	97,167	77.50	3,260	2.60	117,854	94.00	8,400	6.70	23,571	18.80	48,646	38.80
Monarch	66,925	88.20	N.A.	—	75,044	98.90	8,802	11.60	21,550	28.40	31,111	41.00
Cougar/XR7	172,152	100.00	50,071	29.10	172,152	100.00	81,045	47.10	103,084	59.90	75,860	44.10
Mercury	140,800	100.00	83,072	59.00	140,800	100.00	101,939	72.40	110,950	78.80	73,920	52.50
Lincoln	92,600	100.00	91,624	99.00	92,600	100.00	92,600	100.00	89,729	96.90	72,598	78.40
Versailles	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	16,091	76.60
Mark V	75,939	100.00	75,939	100.00	75,939	100.00	75,939	100.00	74,268	97.80	56,878	74.90
GENERAL MOTORS	4,644,078	90.10	1,134,101	22.00	4,740,059	91.96	1,808,018	35.08	2,224,672	43.16	2,345,924	45.51
Buick Division	720,929	99.13	220,486	30.32	726,304	99.87	338,360	46.52	379,507	52.18	377,862	51.96
Skyhawk	19,638	84.90	N.A.	—	22,498	97.20	N.A.	—	N.A.	—	12,765	55.20
'79 Skylark	27,794	95.80	N.A.	—	28,930	99.70	1,850	6.40	2,446	8.40	8,427	29.00
Century	55,580	99.50	4,741	8.50	55,737	99.80	8,060	14.40	17,913	32.10	30,426	54.50
Regal	272,009	99.50	45,896	16.80	273,236	99.95	82,792	30.30	94,722	34.70	121,161	44.30
Buick	293,727	100.00	117,668	40.10	293,727	100.00	193,477	65.90	216,817	73.80	165,736	56.40
Riviera	52,181	100.00	52,181	100.00	52,181	100.00	52,181	100.00	47,609	91.20	39,347	75.40
Cadillac Division	381,113	100.00	381,113	100.00	381,113	100.00	381,113	100.00	350,436	91.95	283,263	74.33
Seville	53,487	100.00	53,487	100.00	53,487	100.00	53,487	100.00	49,965	93.41	43,125	80.62
Cadillac	260,190	100.00	260,190	100.00	260,190	100.00	260,190	100.00	236,773	91.00	182,728	70.22
Eldorado	67,436	100.00	67,436	100.00	67,436	100.00	67,436	100.00	63,693	94.45	57,410	85.13
Chevrolet Division	1,823,518	80.37	126,686	5.58	1,880,685	82.89	415,451	18.31	618,286	27.25	860,092	37.91
Chevette	21,134	6.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—	111,126	32.60
Monza	66,237	40.40	N.A.	—	130,998	79.90	N.A.	—	N.A.	—	50,334	30.70
Camaro	277,382	98.20	N.A.	—	282,582	100.00	81,481	28.80	75,013	26.50	127,171	45.00
'80 Citation	170,714	91.20	879	0.50	177,576	94.80	10,660	5.70	24,128	12.90	81,773	43.70
Sportvan	27,186	100.00	N.A.	—	26,207	96.40	2,637	9.70	13,484	49.60	N.A.	—
Malibu/Chevelle	372,499	98.60	11,711	3.10	375,521	99.40	25,689	6.80	74,046	19.60	129,959	34.40
Monte Carlo	281,317	99.70	20,598	7.30	280,752	99.50	74,491	26.40	113,994	40.40	90,282	32.00
Chevrolet	553,242	100.00	93,498	16.90	553,242	100.00	170,399	30.80	280,494	50.70	224,616	40.60
Corvette	53,807	100.00	N.A.	—	53,807	100.00	50,094	93.10	37,127	69.00	44,821	83.30
Oldsmobile Division	1,005,860	99.40	301,519	29.80	1,008,846	99.70	437,007	43.19	583,617	57.68	509,889	50.39
Starfire	14,609	72.00	N.A.	—	17,807	87.70	N.A.	—	N.A.	—	8,496	41.90
'79 Omega	14,456	97.60	N.A.	—	14,752	99.60	844	5.70	1,052	7.10	5,199	35.10
Cutlass	507,501	100.00	55,318	10.90	506,993	99.90	130,428	25.70	209,598	41.30	206,553	40.70
Oldsmobile	419,238	100.00	196,145	46.80	419,238	100.00	255,679	61.00	325,921	77.70	247,805	59.10
Toronado	50,056	100.00	50,056	100.00	50,056	100.00	50,056	100.00	47,046	94.00	41,836	83.60
Pontiac Division	712,658	93.14	104,297	13.63	743,106	97.11	236,087	30.85	292,826	38.27	314,818	41.14
Sunbird	49,500	50.62	N.A.	—	80,989	82.83	N.A.	—	20,724	21.19	32,494	33.23
'79 Phoenix	23,333	93.71	N.A.	—	24,771	99.48	1,171	4.70	2,922	11.73	9,503	38.16
Firebird	209,802	99.22	N.A.	—	211,454	100.00	101,600	48.05	71,813	33.96	105,135	49.72
LeMans	112,016	99.39	7,292	6.47	107,676	95.54	13,919	12.35	30,430	27.00	43,436	38.54
Grand Prix	138,817	99.75	30,561	21.96	139,026	99.90	63,974	45.97	58,115	41.76	50,280	36.13
Pontiac	179,190	100.00	66,444	37.08	179,190	100.00	55,423	30.93	108,822	60.73	73,970	41.28
VOLKSWAGEN	125,729	94.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—	128,818	96.90
Total Cars, U.S.	7,989,472	85.49	1,776,000	19.00	8,360,703	89.46	2,636,050	28.21	3,612,300	38.65	4,448,179	47.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Frugality trend shows up in '79 mdels

Fewer buyers pick power options

Continued from Page 22

was a gain from 1,897,739, or 36.27 percent, in '78.

Ford Motor installed 1,207,051 of the units, equal to 43.85 percent of output. This was up from 965,736, or 38.94 percent, in '78.

Chrysler installed 689,418 units, equal to 60.69 percent of production. That was an increase from 539,554, or 41.69 percent, in '78.

AMC installed 76,968 units, equal to 45.43 percent, of production. This was up from 44,028, or 31.94 percent, in '78.

Volkswagen installed 128,818 units in 96.40 percent of its domestically built Rabbits.

- Speed regulating devices continued to enjoy growing popularity.

The industry installed 3,612,300 speed controls in '79, equal to 38.65 percent of production. This was up from 3,291,896, or 36.00 percent of production, in '78.

GM installed 2,224,672 units, equal to 43.16 percent, of production. This was up from 2,031,543, or 38.83 percent, in '78.

Ford Motor installed 964,956 units, equal to 35.05 percent, of production. This compared with 842,705, or 33.96 percent of production.

Chrysler installed 400,921 units in 35.29 percent of its cars. The total was 394,195, or 30.46 percent, of production in '78.

American Motors installed the option in 21,571 cars, equal to 12.73 percent of output. This was down from 23,453, or 17.01 percent in '78.

Volkswagen didn't offer the option on Rabbits.

Power side windows were also up slightly.

They ended up in 2,636,050 cars, equal to 28.21 percent of industry production. This was up from 2,555,572 cars, or 27.90 percent, in '78.

General Motors equipped 1,808,018 cars with power windows, equal to 35.08 percent of production. This was up from 1,676,135 units, or 32.04 percent, in '78.

Ford Motor installed the accessory in 645,454 cars, equal to 23.45 percent of production. This was down from 26.10 percent, or 647,398 units in '78.

Chrysler installed the accessory in 179,922 cars, equal to 15.84 percent of production. This compared with 230,689, or 17.82 percent, in '78.

AMC installed the accessory in 2,656 cars, equal to 1.57 percent of production. This was down from 9.79 percent equal to 1,350 units in '78.

Volkswagen didn't offer power windows on domestic Rabbits.

Power seats continued to decline in popularity.

Some 1,776,000 industry cars were equipped with power seats, equal to 19.00 percent of production. This was down from 1,820,535, or 19.91 percent, in '78.

GM installed the option in 1,134,101 units, or 22.00 percent of its production.

This compared with 1,112,235, or 21.26 percent, in '78.

Ford installed the accessory in 499,574 units, equal to 18.15 percent of production. Installations totaled 521,919, or 21.04 percent, in '78.

Chrysler installed the accessory in 142,325 cars, equal to 12.53 percent of production. This was down from 186,381, or 14.40 percent.

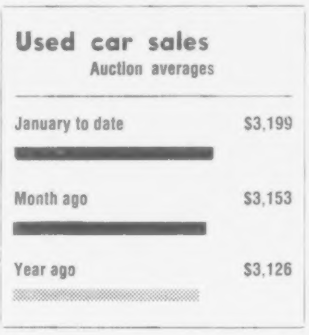
American Motors and Volkswagen didn't offer the accessory on domestically built models in '79.

factories list auction dates

American Motors

Jan. 16—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

AMC sales are open to all dealers.



Model breakdown
Auction averages

	January to Date	Dec.	Nov.
1980	$5,521		
1979	5,232	$5,608	$5,566
1978	3,750	3,741	4,028
1977	2,953	3,043	3,179
1976	2,289	2,297	2,433
1975	1,826	1,828	1,870
1974	1,509	1,409	1,450
1973	1,036	1,120	1,106
Overall Average	$3,199	$3,262	$3,293

Chrysler Corp.

Jan. 14—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 18 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Jan. 15—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 16 — Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 17—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

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Total trails 1978 by 10.66 pct.; long slide began in March

Domestic car sales dip to 8.3 million for 1979

Continued from Page 2

year ago Lincoln-Mercury Division set a sales record. Mercury sales slipped 11.99 percent in 1979.

Plymouth had a sales drop of 19.50 percent, followed by Ford's 17.82-percent drop, Dodge's 16.96-percent drop and Chrysler's 16.75-percent drop.

Lincoln's fellow big-car specialist, Cadillac, suffered the greatest decline of the five GM makes. Cadillac sales were off 10.48 percent, to 314,034 from a record 350,813.

Buick failed to reach its '78 record; its sales of 714,508 were down 8.56 percent from 781,364. Oldsmobile missed its '78 record by 5.65 percent and Pontiac was 12.93 percent short of its '78 high. Chevrolet was down 8.38 percent.

The 10 best-selling nameplates for 1979 were: Standard Chevrolet (449,001), Oldsmobile Cutlass Supreme (404,068), Chevrolet Chevette (375,724) Chevrolet Malibu (344,233), Ford Fairmont (338,819), Chevrolet Citation (308,437), Ford Mustang (304,053), Chevrolet Monte Carlo (265,877), Buick Regal (249,379) and standard Ford (245,565).

A year ago the top ten were: Standard Chevrolet, Oldsmobile Cutlass Supreme, Ford Fairmont, Chevrolet Malibu, Chevrolet Monte Carlo, standard Ford, Ford Thunderbird, Oldsmobile 88, Chevrolet Camaro and standard Cadillac.

Fourth-quarter sales slipped 18.49 percent, to 1,874,088 from 2,299,103 a year earlier. All nine periods in the quarter had sales declines, ranging from 6.55 percent Dec. 21-31 to 27.52 percent Oct. 1-10.

Only 11 of the 30 sales periods in 1979 had sales increases, with eight of them during the first quarter.

December sales declined 14.21 percent to 554,060 from 645,796 in 1978. Sales during the final 10 days of the month totaled 193,741, down 6.55 percent from 207,323 in 1978.

Where auto market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	90,683	12.50
COMPACT	151,684	20.91
INTERMEDIATE	157,323	21.69
STANDARD	108,353	14.94
LUXURY	46,017	6.35
IMPORT	171,257	23.61
TOTAL	725,317	100.00

1979 vs. 1978

Sales by nameplate

U. S. NEW CARS

	1979 Total	1978 Total
1—Chevrolet	449,001	621,140
2—Cutlass Sup.	404,068	406,993
3—Chevette	375,724	247,088
4—Malibu	344,233	374,124
5—Fairmont	338,819	405,780
6—Citation/Nova	308,437	248,214
7—Mustang	304,053	199,760
8—Monte Carlo	265,877	355,058
9—Regal	249,379	248,543
10—Ford	245,565	332,930
11—Oldsmobile	223,699	273,384
12—Thunderbird	215,698	304,430
13—Cadillac	206,164	248,825
14—Camaro	204,742	260,201
15—Pinto	187,708	187,880
16—Grand Prix	175,573	224,195
17—Pontiac	171,301	209,536
18—Volare	167,091	210,125
19—Rabbit	166,839	23,017
20—Firebird	149,211	188,212
21—Horizon	146,740	118,993
22—Granada	141,737	219,026
23—Monza	141,564	158,127
24—LeSabre	129,554	190,414
25—Omni	124,378	89,497
26—XR-7	121,184	159,687
27—Aspen	117,777	157,308
28—Skylark	115,000	97,915
29—LeMans	114,993	125,020
30—Cutlass	114,092	113,286
31—LeBaron	99,588	125,558
32—Zephyr	99,335	120,781
33—Mercury	94,654	136,719
34—Capri	90,850	18,035
35—Sunbird	89,107	91,737
36—Electra	88,195	121,705
37—Chrysler	87,451	67,892
38—Concord	85,432	114,764
39—Phoenix	80,857	58,280
40—Eldorado	62,553	46,267
41—Century	62,210	74,813
42—Cordoba	61,801	105,442
43—Lincoln	60,797	97,009
44—Mark V/VI	56,888	75,731
45—Monarch	55,347	78,824
46—Spirit	54,356	24,412
47—Riviera	51,402	25,753
48—Omega	50,098	42,860
49—Toronado	46,845	28,039
50—Seville	45,317	55,721
51—Diplomat	45,131	60,656
52—Bobcat	44,674	30,201
53—Corvette	38,631	42,247
54—Club Wagon	31,094*	45,964
55—St. Regis	28,303	5,238
56—LTD II	26,700	138,947
57—Sportsman	24,917*	44,376
58—Mirada/ Magnum	24,784	48,326
59—Sportvan	24,594*	43,582
60—Skyhawk	18,768	22,221
61—Starfire	18,611	18,351
62—Eagle	14,101	
63—Versailles	13,586	15,747
64—Voyager	8,265*	13,895
65—Pacer	8,168	20,811
66—Cougar	3,955	35,251
67—Fury	2,681	60,378
68—Monaco	2,554	37,594
69—Gran Fury	746	980
TOTALS	8,315,622	9,307,998

*Passenger van sales are totals through Sept. 30, 1979.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1979	Same Period, 1978	December, 1979	Same Month, 1978	Jan. 1 to Dec. 31, 1979	Same Period, 1978
Spirit/Gremlin			4,207	2,198	54,356	24,412
Concord/Hornet			5,594	5,152	85,432	114,764
Pacer			480	851	8,168	20,811
Matador						9,471
AMX 1978						1,281
Eagle			4,000		14,101	
AMERICAN MOTORS*	5,400	2,594	14,281	8,201	162,057	170,739
Horizon	4,423	3,534	9,397	8,860	146,740	118,993
Volare	4,405	4,273	9,756	12,325	167,091	210,125
Voyager		330		817	8,265	13,895
Fury		240		789	2,681	60,378
Plymouth	148		450		746	980
Total Plymouth	8,976	8,377	19,603	22,791	325,523	404,371
LeBaron	2,603	4,026	6,371	10,443	99,588	125,558
Cordoba	1,803	2,268	5,655	6,217	61,801	105,442
Chrysler	1,872	2,398	3,914	6,002	87,451	67,892
Total Chrysler	6,278	8,692	15,940	22,662	248,840	298,892
Omni	3,534	2,885	7,772	7,252	124,378	89,497
Aspen	3,151	3,148	7,455	8,872	117,777	157,308
Sportsman		978		2,380	24,917	44,376
Diplomat	1,254	2,087	2,884	5,261	45,131	60,656
Monaco		200		601	2,554	37,594
Magnum/Charger	1,026	972	2,358	2,701	24,784	48,326
Dodge	460	464	1,022	1,337	28,303	5,238
Total Dodge	9,425	10,734	21,491	28,404	367,844	442,995
CHRYSLER CORP.	24,679	27,803	57,034	73,857	942,207	1,146,258
Pinto	3,888	3,973	10,886	12,522	187,708	167,880
Mustang	6,226	6,734	18,187	21,821	304,053	199,760
Fairmont	7,443	6,986	22,388	23,904	338,819	405,780
Club Wagon		916		3,217	31,094	45,964
Granada	2,161	3,976	7,233	13,464	141,737	219,026
LTD II	231	1,291	658	4,636	26,700	138,947
Thunderbird	5,708	5,512	15,266	17,883	215,698	304,430
Ford	6,071	8,801	16,667	28,501	245,565	332,930
Ford Division	31,728	38,189	91,285	125,948	1,491,374	1,814,717
Bobcat	902	856	2,421	2,563	44,674	30,201
Zephyr	2,152	2,291	7,028	7,721	99,335	120,781
Monarch	1,064	1,612	3,398	4,948	55,347	78,824
Cougar		344		1,305	3,955	35,251
XR-7	2,666	3,431	6,820	10,261	121,184	159,687
Capri	1,708	1,840	5,384	5,774	90,850	18,035
Mercury	2,549	2,904	6,196	9,276	94,654	136,719
Total Mercury	11,051	13,278	31,247	41,848	509,999	579,498
Versailles	253	566	747	1,706	13,586	15,747
Lincoln	1,450	2,565	4,108	7,700	60,797	97,009
Mark V/VI	2,256	2,163	6,011	6,354	56,888	75,731
Total Lincoln	3,959	5,294	10,866	15,760	131,271	188,487
L-M Division	15,010	18,572	42,113	57,608	641,270	767,985
FORD MOTOR	46,738	56,761	133,398	183,556	2,132,644	2,582,702
Skyhawk	339	436	797	1,139	18,768	22,221
Skylark	4,000	1,585	[illegible]	4,243	115,000	97,915
Century	3,710	1,560	6,400	4,370	62,210	74,813
Regal	5,082	6,930	[illegible]	18,505	249,379	248,543
LeSab[illegible]	3,534	4,971	8,183	12,955	129,554	190,414
Electra	3,320	3,300	6,702	9,279	88,195	121,705
Riviera	1,526	1,663	3,649	4,582	51,402	25,753
Buick Division	21,511	20,445	50,291	55,073	714,508	781,364
Seville	1,594	1,486	4,478	4,729	45,317	55,721
Cadillac	6,090	6,214	16,396	21,247	206,164	248,825
Eldorado	1,728	1,585	4,577	5,242	62,553	46,267
Cadillac Division	9,412	9,285	25,451	31,218	314,034	350,813
Chevette	9,409	6,745	[illegible]	18,618	375,724	247,088
Monza	3,040	3,039	8,344	10,838	141,564	158,127
Citation/Nova	10,001	2,620	30,048	12,959	308,437	248,214
Sportvan		671		2,569	24,594	43,582
Camaro	3,358	5,763	19,226	19,045	204,742	260,201
Malibu	7,304	6,047	21,024	25,124	344,233	374,124
Monte Carlo	5,814	4,872	15,722	19,411	265,877	355,058
Chevrolet	12,877	9,985	32,290	39,978	449,001	621,140
Corvette	885	874	2,687	3,131	38,631	42,247
Chevrolet Division	52,688	40,616	147,623	151,673	2,152,803	2,349,761
Starfire	259	381	878	1,298	18,611	18,351
Omega	864	649	4,863	1,916	50,098	42,860
Cutlass	3,080	2,319	12,404	7,549	114,092	113,286
Supreme	4,990	9,588	17,980	29,482	404,068	406,993
Oldsmobile 88	3,375	5,620	13,764	18,365	223,699	273,384
Oldsmobile 98	1,571	2,692	6,879	9,573	92,075	123,431
Toronado	891	1,199	3,364	3,921	46,845	28,039
Oldsmobile Division	15,030	22,448	60,132	72,104	949,488	1,006,344
Sunbird	1,494	2,079	5,814	5,763	89,107	91,737
Phoenix	1,478	1,129	8,060	2,795	80,857	58,280
Firebird	2,006	5,603	8,437	14,503	149,211	188,212
LeMans	1,760	4,035	7,395	9,788	114,993	125,020
Grand Prix	2,579	5,770	10,973	14,623	175,573	224,195
Pontiac	3,025	5,771	12,286	15,038	171,301	209,536
Pontiac Division	12,342	24,387	52,965	62,510	781,042	896,980
GENERAL MOTORS	110,983	117,181	336,462	372,578	4,911,875	5,385,282
VOLKSWAGEN	5,941	2,984	12,885	7,604	166,839	23,017
DOMESTIC TOTAL	193,741	207,323	554,060	645,796	8,315,622	9,307,998
IMPORT TOTAL			171,257	123,342	2,325,477	1,995,911
U. S. TOTAL			725,317	769,138	10,641,099	11,303,909

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

IMPORTED CAR SALES

	Dec., 1979	Same Month, 1978	Jan. 1 to Dec. 31, 1979	Same Period 1978
Alfa Romeo	269	294	4,011	6,237
Arrow	4,773	1,917	48,860	28,296
Audi	3,011	3,454	42,709	40,882
BMW	1,898	2,533	34,521	31,439
Capri				4,079
Challenger	1,026	1,151	14,166	17,649
Colt	4,675	3,164	62,705	44,570
Datsun	36,902	19,491	472,252	338,096
Fiat	2,459	3,296	58,934	60,435
Fiesta	5,276	4,335	78,109	76,145
Honda	25,779	18,581	353,291	274,876
Jaguar	271	489	3,746	4,628
Lancia	121	391	1,602	2,811
Mazda	13,906	6,516	156,533	75,309
Mercedes-Benz	3,727	4,087	52,819	46,695
MG	605	1,017	26,025	26,656
Opel		1,184	13,815	19,222
Peugeot	644	552	11,688	9,061
Porsche	820	1,090	13,818	17,018
Renault	1,036	1,024	18,862	15,387
Saab	984	1,364	15,142	15,662
Sapporo	720	854	12,322	12,777
Subaru	10,141	7,711	127,871	103,274
Toyota	43,928	22,530	507,816	441,800
Triumph	512	593	12,733	16,447
Volkswagen	4,749	12,392	125,100	216,283
Volvo	3,025	3,332	56,027	50,177
TOTAL	171,257	123,342	2,325,477	1,995,911

Industry's total is far below 1979

GM taking 73 pct. of auto output

By Marjorie Sorge
Staff Writer

Through the first 12 days of 1980, General Motors has captured almost three-fourths of the total year-to-date car output leaving the other makers with a decreasing portion of the total.

Ford has fallen below its usual share of the output because of extensive plant closings to cut high inventories. Chrysler, building strictly to dealer orders, has cut its usual 10-12 percent of production almost in half. American Motors and Volkswagen of America show only slight decreases from their usual 2 percent.

Of the total production so far this year of 201,387 units, GM has 73.44 percent; Ford 16.80 percent; Chrysler 6.57 percent; AMC, 1.89 percent; VWoA, 1.25 percent, and Checker, 0.05 percent.

The year-to-date figure is a drop of 40.98 percent from the 341,227 built in the equivalent 1979 period.

U. S. output last week plunged from year-ago figures as the sales slump kept the automotive industry off balance.

Scheduled production last week was 112,680 units, down 38.91 percent from the 184,460 built in the year-ago week. The figure is up 27.02 percent from the 88,707 assembled the previous week but that period was shortened to three days by the holiday recess.

- There were 16 plants down last week: GM Janesville and Fremont; Chrysler Newark and St. Louis; Ford Atlanta, Chicago Mahwah, Louisville Metuchen, St. Louis, Los Angeles and Wayne (all for two weeks) and Wixom, San Jose and Lorain (for one week), and VWoA Westmoreland.

All plants were down for inventory adjustment except, Chrysler Newark and St. Louis, closed for retooling, and GM Fremont, down to change the paint system to meet the California air requirements. VWoA Westmoreland was closed because of a lack of parts caused by a contract strike at its West Charleston stamping plant.

There will be 19 plants down this week: Ford Atlanta, Chicago, Louisville, Los Angeles, Mahwah, Metuchen, St. Louis and Wayne; Chrysler Lynch Rd., Newark and St. Louis and GM Pontiac (for two weeks). Cadillac, Fairfax, Leeds, South Gate and Fremont (for one week). GM will also close the Fisher Body plant in Pontiac for two weeks and Fisher Body Fleetwood in Detroit for one week.

Ford will also suspend car operations at its Dearborn and Kansas City plants beginning today (Jan. 14) for one week to balance inventories. Dearborn builds the Mustang and Capri; Kansas City assembles the Fairmont and Zephyr.

Chrysler's Newark and St. Louis points are down for retooling, resuming operations Jan. 21. GM's Fremont operation is down to change the paint system and will reopen Jan. 28.

VWoA said operations at its Westmoreland plant will resume when the strike is settled in West Charleston.

Three GM X-body plants were slated for Saturday overtime: Oklahoma City, Tarrytown and Willow Run.

U. S. CAR PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
AMERICAN MOTORS	3,800*			3,800*	3,616	3,800*
Gremlin						
Eagle						
Concord					2,136	
'78 AMX					200	
Pacer					320	
Matador						
Spirit					960	
CHRYSLER CORP.	7,560	19,479	5,673	13,233	39,028	13,233
Plymouth Total	3,500	5,763	2,428	5,928	12,877	5,928
Horizon	3,150	3,831	1,811	4,961	6,842	4,961
Volare		1,844	468	468	5,765	468
'80 Gran Fury	350		149	499		499
Caravelle		88			270	
Chrysler Total	800	5,912	521	1,321	10,820	1,321
Chrysler	803	2,425	521	1,321	4,370	1,321
LeBaron		3,487			6,450	
Dodge Total	3,260	7,804	2,724	5,984	15,331	5,984
Omni	2,860	2,918	1,861	4,721	5,448	4,721
St. Regis	400	1,631	702	702	2,794	702
Diplomat		1,929			3,014	
Aspen		1,326	561	561	4,075	561
FORD MOTOR	9,312	57,494	24,518	33,830	105,049	33,830
Ford Division	6,865	36,272	18,452	25,317	66,780	25,317
Pinto		2,906	2,262	2,262	5,280	2,262
Mustang II/Mustang	4,022	8,297	3,735	7,757	15,578	7,757
Fairmont	2,843	4,734	3,971	6,814	8,402	6,814
Granada		4,231	2,025	2,025	7,591	2,025
LTD II		967			1,879	
Thunderbird		6,048	3,603	3,603	11,366	3,603
Ford		9,089	2,856	2,856	16,684	2,856
L-M Division	2,447	21,222	6,066	8,513	38,269	8,513
Mercury Total	2,447	16,758	5,926	8,373	29,922	8,373
Bobcat		846	174	174	1,432	174
Capri	1,450	2,635	886	2,336	2,768	2,336
Zephyr	997	1,472	1,121	2,118	2,779	2,116
Monarch		2,346	715	715	4,167	715
Cougar/XR7		4,920	1,479	1,479	8,955	1,479
Mercury		4,539	1,551	1,551	8,321	1,551
Lincoln Total		4,464	140	140	8,347	140
Lincoln		2,111			3,955	
Versailles		626	140	140	1,157	140
Mark VI		1,727			3,235	
GENERAL MOTORS	91,908	105,439	55,985	147,893	189,134	147,893
Buick Division	18,280	15,802	9,297	27,577	28,581	27,577
Skyhawk		394			735	
Skylark/'79-'80	5,569		3,139	8,708		8,708
Century	2,909	1,102	1,270	4,179	1,997	4,179
Regal	3,471	5,943	1,699	5,170	10,378	5,170
Buick	5,040	6,795	2,418	7,458	13,058	7,458
Riviera	1,291	1,568	771	2,062	2,413	2,062
Cadillac Division	7,046	8,968	4,086	11,132	16,040	11,132
Seville	1,181	1,234	648	1,829	2,283	1,829
Cadillac	4,620	5,653	2,759	7,379	10,210	7,379
Eldorado	1,245	2,081	679	1,924	3,547	1,924
Chevrolet Division	34,670	45,406	24,453	59,123	81,040	59,123
Chevette	8,740	6,997	5,492	14,232	11,835	14,232
Monza	3,100	3,254	1,677	4,777	5,488	4,777
Camaro	2,440	6,361	1,182	3,622	11,900	3,622
Nova/Citation	8,935		6,478	15,413		15,413
Malibu	5,635	8,958	3,251	8,886	16,179	8,886
Monte Carlo	3,500	6,934	2,084	5,584	12,487	5,584
Chevrolet	1,320	11,909	3,689	5,009	21,357	5,009
Corvette	1,000	993	600	1,600	1,794	1,600
Oldsmobile Division	17,276	19,684	9,890	27,166	35,266	27,166
Starfire		340			699	
Omega/'79-'80	2,264		1,109	3,373		3,373
Cutlass	7,545	9,078	4,223	11,768	15,105	11,768
Oldsmobile	6,440	8,715	3,994	10,434	16,566	10,434
Toronado	1,027	1,551	564	1,591	2,896	1,591
Pontiac Division	14,636	15,579	8,259	22,895	28,207	22,895
Acadian†	460	318	89	549	532	549
Sunbird	2,644	1,658	1,617	4,261	3,179	4,261
Phoenix/'79-'80	2,619		1,831	4,450		4,450
Firebird	2,483	4,765	862	3,345	8,969	3,345
LeMans	1,635	2,174	758	2,393	4,142	2,393
Grand Prix	2,075	2,344	1,429	3,504	3,743	3,504
Pontiac	2,720	4,320	1,673	4,393	7,642	4,393
VOLKSWAGEN		1,933	2,531	2,531	4,212	2,531
CHECKER	100	115		100	188	100
Total Cars, U. S.	112,680	184,460	88,707	201,387	341,227	201,387

Truck production slides 50 pct. from 1979 week

U. S. truck production continues to suffer drastically from sagging sales as output last week plummeted from year-ago figures.

Planned production last week was 40,130 units, down 50.68 percent from the 81,373 assembled in the year-ago week. The figure was up 41.32 percent from the 28,396 built in the previous week's holiday shortened period.

For the first 12 days of 1980, the truck makers completed 68,526 units, down 55.88 percent from the 155,321 assembled through Jan. 13, 1979.

Five plants were down last week to balance inventories: Ford Kansas City, Lorain and the adjoining Avon Lake facility and Chrysler Missouri and Warren. Volkswagen of America's Westmoreland operation was closed because of parts shortages caused by a strike at the West Charleston stamping plant. GM's Fremont plant is down to change paint systems. It reopens Jan. 28

International Harvester is still down because of a contract strike.

Down this week will be Chrysler Missouri and Warren; Ford Kansas City, Lorain and Avon Lake, and General Motors Lordstown (vans only).

Ford will halt light-truck production at its Norfolk (Va.) plant for one week and at San Jose and Twin Cities for two weeks beginning today (Jan. 14) to cut dealer inventories.

There was no overtime scheduled last week.

In last week's issue of AUTOMOTIVE NEWS, the 1979 total for GMC was incorrect. According to GMC the actual figure should be 337,571. International Harvester was also able to report the actual figure for 1979 of 116,839.

These two figures bring the industry total for 1979 to 3,090,367.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHEVROLET	15,436	23,795	7,054	22,490	50,423	22,490
DODGE/PLYMOUTH	1,200	12,410	2,724	3,924	22,040	3,924
FORD	15,148	30,128	13,173	28,321	55,485	28,321
GMC	3,776	6,400	2,379	6,155	12,257	6,155
INTERNATIONAL		3,049			4,878	
MACK	620	759	339	959	1,143	959
WHITE	200	282	55	255	482	255
JEEP	2,500*	3,300*	1,500*	4,000*	5,940	4,000*
AM CORP.	450*	350*	272*	722*	873	722*
VOLKSWAGEN			360	360		360
MISCELLANEOUS	800	900*	540	1,340	1,800	1,340
Total Trucks, U. S.	40,130	81,373	28,396	68,526	155,321	68,526

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHRYSLER CORP.		1,956			3,315	
FORD MOTOR	3,424	4,905	2,623	6,047	8,786	6,047
GENERAL MOTORS	6,058	6,150	3,749	9,807	11,842	9,807
AMERICAN MOTORS	1,060	1,140	636	1,696	2,052	1,696
INTERNATIONAL	150	450	92	242	705	242
MACK	60	98	34	94	129	94
WHITE	65	82	37	102	136	102
Total Trucks, Canada	10,817	14,781	7,171	17,988	26,965	17,988
N. American Trucks	50,947	96,154	35,567	86,514	182,286	86,514

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

Canadian output feeling effects of U.S. slump

Canadian car and truck production dropped below year-ago levels last week as the industry continued to slide because of the sales slump in the U. S.

According to industry observers, the sales market in Canada is strong but the slump in production comes from the sagging sales in the U. S.

Car production planned last week was 15,265, down 39.98 percent from the 25,433 built during the same 1979 week. The figure was up 22.01 percent from the 12,511 assembled the previous week, but that period was shortened to three days by the holiday recess.

Truck production scheduled last week was 10,817 units, down 26.82 percent from the 14,781 completed in the year-ago week but up 50.84 percent from the 7,171 built in the holiday-shortened previous week.

Ford closed its Oakville and St. Thomas plants last week for two weeks to cut inventories. They reopen Jan. 21. Oakville is also scheduled to be down the week of Jan. 28 for the same reason.

Chrysler's Pillette Rd. truck point has been down since the week of Dec. 17 and will not reopen until Jan. 28. The Windsor car plant is slated for downtime the week of Jan. 21. Both moves are to control dealer inventories.

General Motors will close its Oshawa plant the week of Jan. 28 to cut dealer inventories.

American Motors said it is still planning to eliminate the second shift at its Brampton plant beginning the last week in January. A company spokesman said the move is still pending.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 12, 1980	Same Week 1979	Week Ended Jan. 5, 1980	Jan. to Date	Jan. 1 to Jan. 13, 1979	Jan. 1 to Jan. 12, 1980
CHRYSLER CORP.	2,864	4,423	1,386	4,250	7,865	4,250
FORD MOTOR	384	7,622	3,866	4,250	13,567	4,250
GENERAL MOTORS	11,792	13,208	7,124	18,916	23,373	18,916
VOLVO	225	180	135	360	324	360
Total Cars, Canada	15,265	25,433	12,511	27,776	45,129	27,776
N. American Cars	127,945	209,893	101,218	229,163	386,356	229,163
N. American Trucks	50,947	96,154	35,567	86,514	182,286	86,514
North American Cars and Trucks	178,892	306,047	136,785	315,677	568,642	315,677

†—All Acadians are built for sale in Canada. *—Estimated.

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Ford's case hinges on nine points in Indiana Pinto trial

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — When the evidence has been heard and seen in the Pinto case here, Ford's attorney James Neal will ask the jury to check how well Ford has done in establishing nine points.

If the defense scores well, Neal is convinced the company will be found innocent of the three counts of reckless homicide it is facing in trial here.

A look at those points give an indication of the direction Neal expects proceedings to take.

Impact of Pinto case: An all-new ball game for engineers. Page 48.

1. Indiana Route 33, where the fiery accident took the lives of three teenage girls, is badly designed with high curbs keeping a malfunctioning car from escaping.

2. The driver of the van which hit the death car at 50 MPH is not here in court. Open beer bottles and five grams of pot were found in the van by a trooper.

3. The 1973 Pinto met any fuel-system-integrity standard set by any government.

4. The '73 Pinto met fuel-integrity standards set by Ford Motor Co. and not met by any other manufacturer.

5. It is not proper to compare the Pinto with Cadillac or Mercedes.

6. Engineers who designed and built the Pinto bought the car and it was used by wives and families.

7. Information collected by NHTSA and the State of Washington show the Pinto with respect to fires in collisions performed as well as or better than other subcompacts.

8. Ford recalled the Pinto voluntarily and did everything possible as quickly as possible.

9. Given the size of the van that hit the death car and its speed, other subcompacts and even larger cars would suffer the same consequences the Pinto did.

• Neal said the jury will see films of 1972 Chevy vans rear-ending '73 Pintos and larger cars with resulting ruptured gas tanks on the cars.

Calling those who second-guess product development engineers the Howard Cosells of engineering, Neal said, "The engineer is the quarterback on the spot making decisions on the spot. We'll call them in one at a time. They'll tell you what they did and why they did it; what they knew and why they didn't do something, also.

"We'll let you eyeball them on the stand," Neal said.

He took some early swings at men expected to testify for the prosecution. Of Harley Copp, once a Ford vice president, he said, "He will tell you what Ford should have done while he was at Ford. We will tell you what he did while he was at Ford."

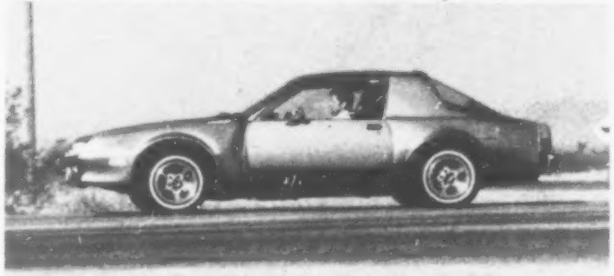
Of one professional expert witness, Byron Bloch a West Coast engineer, he said: "He makes his living finding defects. If he didn't find defects, he'd be out of a job."

• As the trial progresses, it is obvious the prosecution is outgunned in some respects.

For example, Ford has high-priced legal talent able to research issues deeply at high speed. It has a computer termi-

Continued on Page 48, Col. 1

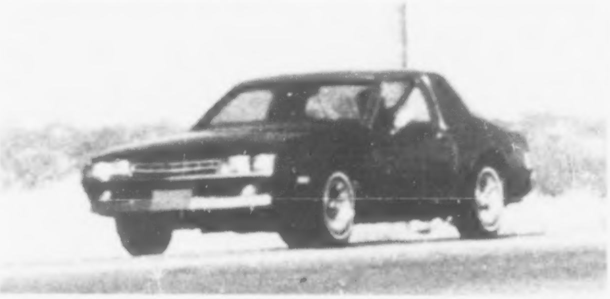
GM's new 'F' body?



Jim Plegue

Mule may be early Camaro/Firebird design

Two identical General Motors prototypes are undergoing tests at GM's Desert Proving Ground, Mesa, Ariz. The car has been identified by some sources as a test bed for prototypes of the new F-body (Camaro, Firebird) replacement, due in the '82 model year. Test mule hcs Skylark rear end and hinged wraparound glass. Styling cues of front end hint at Camaro/Firebird lineage.



Jim Plegue

U. S. promises to help solve industry problems

Goldschmidt calls off auto cold war

Speaking in Detroit last week, Transportation Secretary Neil Goldschmidt promised a thaw in the cold war between the auto industry and the U.S. government.

The Carter Administration wants to improve relations with the industry and to offer it assistance in solving its current difficulties, he told the Economic Club of Detroit.

The "reinvent-the-auto" campaign launched by his predecessor, Brock Adams, is dead, Goldschmidt said.

With a number of top auto executives in the audience, Goldschmidt said the Administration is starting a study to pump new life into "an American industrial base that has reached the cycle of maturity."

That maturity, he said, along with energy goals, investment needs and competitive requirements means America must rearm with "a retooled economy of production."

• He said that President Carter is concerned by auto makers' red ink, massive layoffs, plant closings and dealership failures. (Earlier in the week, Mr. Carter met with William C. Doenges, president of NADA.)

Several key areas are important for the re-tooling of America, Goldscnmidt said. He mentioned enforcing the provisions of the Multilateral Trade Negotiations to insure free access to overseas markets, re-examination of capital formation and depreciation allowances, a review of antitrust and federal procurement policies and a "look at public infrastructure investments that would allow industry to operate more efficiently and thus more competitively."

While Goldschmidt's speech mentioned cooperation between industry and government, it stopped short of specific actions to aid the auto industry.

He announced, however, that he would lead a nine-month study of the auto industry and the industrial network that supports it.

He said there would be no easing of safety and environmental regulations, but he added that he felt the study would not lead to additional regulation.

• Following his talk, Goldschmidt told AUTOMOTIVE NEWS that his message should not be interpreted as formation of "America, Inc." to compete with the industry/government liaison commonly known as "Japan, Inc."

He said the relationship between Washington and Detroit will be "a loose confederation of basic research."

Goldschmidt also spoke of the need to conserve energy. He called energy the "single most compelling instrument of policy, both foreign and domestic."

He said there is "no sense" building new energy-producing plants the U.S. doesn't need.

"Capital costs will be exorbitant if we do not conserve," he said.

Goldschmidt met briefly before and after the luncheon meeting with top officials of American Motors, Ford Motor Co. and General Motors.

No Chrysler executives talked with him, but he is scheduled to meet this week with Chrysler Chairman Lee A. Iacocca.

Goldschmidt is a nonvoting member of the federal board which will oversee the federal loan guarantee program for Chrysler.

Build in U. S. or face trade block, Fraser tells Japanese

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Saying he was sick of promises, promises and more promises but no action, United Auto Workers President Douglas Fraser warned Japanese automakers last week to begin building cars here or face stiff U.S. trade restrictions.

Speaking before the union's National Community Action program conference here the powerful labor leader said his union will push legislation this year requiring that a substantial content of high-volume auto models sold in the U.S. be produced here.

"We're going to take the gloves off," Fraser said.

"With the current slump in U.S. auto sales, we've got 200,000 UAW members laid off, while in the meantime 22 percent of the market has been taken over by imports.

"The Japanese, with 67 percent of the 2,329,500 imported cars sold here in 1979, are not just exporting cars to the U.S.," Fraser said, "They are exporting unemployment."

A spokesman for the union said the UAW proposal had been sent to the trade committees of both the House and the Senate and that members had already expressed interest in the concept.

He said the union would work with those representatives to draft the appropriate legislation and hoped to have the work done by the beginning of February.

Fraser said the imposition of export restraints, while not something the union relishes, would prevent Japanese automakers from flooding the U.S. market while the domestics

Continued on Page 43, Col. 1

breaking news

Chrysler moves to kill FTC subpena

WASHINGTON.—Chrysler Corp. has moved to quash the subpena issued it by the Federal Trade Commission in its omnibus auto industry investigation. Despite modifications made in the July, 1978, subpena as late as Jan. 8, Chrysler has now joined its domestic brethren and Volkswagen in charging that the broad FTC resolution breaches their constitutional rights and exceeds FTC's own authority.

Chrysler's Terry to retire early

DETROIT. — Sydney L. Terry, Chrysler Corp. public responsibility and consumer affairs vice president, is taking early retirement Jan. 28. Terry, 59, joined Chrysler in 1941.

Kjellberg joins DeLorean

NEW YORK.—Jonas Kjellberg has joined DeLorean Motor Co. as vice president for international sales and market-

See BREAKING NEWS, Page 49, Col. 1

NEWSPAPER

Jan. 1-10 total down, but not by much

New-car sales cheer industry

By **Jenny L. King**
Staff Writer

Domestic new-car sales pushed off the New Year to a promising start, with the early January total just 5.97 percent behind the comparable period for 1979, which was the crest of a strong-selling wave.

Jan. 1-10 sales reached 160,000, down from 170,151.

Once again the small-car makers reaped the benefits of an energy-conscious market. Both Volkswagen of America and American Motors had sales increases. General Motors came within one percent of matching last year's sales, and two of its divisions, Buick and Oldsmobile, set records for the period.

GM sales totaled 98,883, down 0.62 percent from 99,497. VWoA reported sales of 4,388 U.S.-built Rabbits, up 63.73 percent from 2,680. Sales of AMC passenger cars were estimated at 4,000, up 60.00 percent from 2,500.

In contrast, Ford Motor Co. and Chrysler Corp. continued along their 1979 paths of sales declines. Ford sales were down 18.66 percent, to 37,271 from 45,822, while Chrysler reported a sales drop of 21.34 percent, to 15,458 from 19,652.

GM again topped 60-percent penetration, earning 61.80 percent, up from 58.48 percent. Ford's share dropped to 23.30 percent from 26.93 percent. Chrysler sales accounted for 9.66 percent, down from 11.55 percent. VWoA climbed to 2.74 percent from 1.57 percent, and AMC earned 2.50 percent, up from 1.47 percent.

Sales increases at Buick, Oldsmobile and Pontiac paced GM and made up for drops at Chevrolet and Cadillac. Buick sales were up 24.94 percent to a record 17,911 from 14,336. Oldsmobile sales climbed 14.53 percent to a record 24,532 from 21,419. Pontiac reported sales of 16,290, up 31.79 percent from 12,361 and featuring record sales for Sunbird and Phoenix.

Cadillac's redesigned Seville set a sales record in early January. The division's total was down 5.33 percent, to 7,243 from 7,651. Chevrolet reported a sales drop of 24.75 percent, to 32,907 from 43,730.

At Chrysler Corp., Plymouth sales were down 18.31 percent, Chrysler was down 31.65 percent and Dodge was off 15.99 percent.

Ford Division sales declined 20.55 percent, Lincoln sales were off 26.43 percent and Mercury sales slipped 10.06 percent in early January.

The best-selling nameplates were headed by Oldsmobile Cutlass Supreme at 7,773. Second place went to Chevrolet Chevette at 7,057, followed by Ford Fairmont at 6,788, Chevrolet Citation at 6,532 and full-size Chevrolet at 6,155.

With eight selling days both this year and last, the daily selling rate of 20,000 was down 5.97 percent from 21,269.

Domestic sales

	Jan. 1-10, 1980	Jan. 1-10 1979
AMERICAN MOTORS	4,000	2,500†
Chrysler	3,941	5,766
Plymouth	5,228	6,400
Dodge	6,289	7,486
CHRYSLER CORP.	15,458	19,652
Ford	25,814	32,490
Mercury	9,058	10,071
Lincoln	2,399	3,261
FORD MOTOR	37,271	45,822
Buick	17,911	14,336
Cadillac	7,243	7,651
Chevrolet	32,907	43,730
Oldsmobile	24,532	21,419
Pontiac	16,290	12,361
GENERAL MOTORS	98,883	99,497
VOLKSWAGEN OF AMERICA	4,388	2,680
INDUSTRY TOTAL	160,000	170,151

† Estimate

truck industry news

Japanese pickups, heavies only gainers

'79 sales decline 15.4 pct.

Fuel problems and a slowdown in the economy in the second half caused a sharp decline in total new-truck sales in 1979, with only the Japanese-built compact pickups and heavy trucks showing increases over 1978.

The 12-month total, including the Toyota, Datsun and Mazda compact pickups, was an estimated 3,475,927 units, down 15.4 percent from the alltime high of 4,108,096 set in 1978. It was the third-best year in industry history. In 1977, the count was 3,673,572.

Sales of the Japanese entries and the heavies hit new highs in 1979, and while the big-truck market softened somewhat in the final three months of the year, there are no signs of any cooling in the torrid pace being set by the compact pickups.

Americans bought 465,703 of the Japanese compacts last year, an increase of 39 percent over the 335,030 units retailed in the previous year. The compacts are the Chevrolet LUV, Ford Courier, Dodge D-50, Plymouth Arrow, Toyota, Datsun and Mazda.

The heavies were up 10.2 percent over the previous high established in 1978. Last year, 223,275 Classes 7 and 8 units were retailed, compared with 202,640 in the previous year.

- Ford was No. 1 in retail sales for the third consecutive year, and for the seventh time in the 1970s.

Ford dealers sold 1,145,895 units during the year, 41,279 more than their principal competitors. Chevrolet dealers retailed 1,104,616 trucks over the 12-month span.

Philip E. Benton Jr., Ford Division general manager, predicted that Ford will retain its truck-sales leadership in 1980 and that by the mid-1980s, its dealers will be selling more trucks than Chevrolet and GMC combined.

"When the 1980 model trucks were introduced, Ford Division had a lead of only 20,000 units and it had taken nine months to get that much edge," he said at a news conference at which final 1979 figures were announced.

"During the next 40 days," he added, "we nearly doubled the lead, which is a measure of the market's response to the new products."

In 1979, sales of light trucks

Continued on Page 20, Col. 1

Big Three December, full year truck sales

	December 1979	December 1978	Full Year 1979	Full Year 1978
Ford				
Vans	9,615	13,715	169,545	227,764
Courier	5,914	5,049	78,088	70,557
Ranchero	....	....	....	....
Bronco	5,254	7,473	69,724	82,343
Conventional pickups	48,879	62,769	736,037	886,039
Mediums	2,613	5,451	53,620	59,063
Heavies	2,267	3,548	38,881	39,952
Chevrolet				
Vans	8,747	14,202	166,850	203,998
LUV	7,333	5,893	100,192	67,035
El Camino	3,790	3,608	52,803	54,311
Blazer	3,585	5,800	57,734	85,880
Suburban	1,811	3,577	37,215	52,675
Conventional pickups	42,224	56,612	644,775	831,914
Mediums	2,760	3,184	41,373	40,598
Heavies	257	392	3,674	3,848
Chrysler				
Vans	9,322	19,018	164,442	297,187
Arrow	1,151	617	14,897	1,215
D-50	2,550	1,018	32,233	1,929
Trail Duster	443	626	5,678	7,350
Ramcharger	913	1,712	14,575	18,345
Conventional pickups	8,927	18,429	155,571	221,216
Mediums	....	....	....	163
GMC				
Vans	2,491	3,192	41,587	51,485
Caballero	472	514	6,412	7,218
Jimmy	758	1,226	11,864	18,104
Suburban	376	750	6,984	11,247
Conventional pickups	11,160	13,966	166,564	207,706
P models	176	276	5,045	5,923
Mediums	1,440	1,622	28,670	28,016
Heavies	1,200	1,233	22,861	19,504
Motor homes	....	40	376	2,049

truck watch

By JACK WALSH

Battle looms on truck ride

Improved truck ride, in the opinion of the federal government, could result in a reduction of accidents, since, it claims, driver fatigue caused by discomfort is a major cause of human error.

NHTSA has said it is planning to conduct research into the effects of poor heavy-truck ride, with the intention of establishing standards for vehicle performance, maintenance and/or inspection.

The agency concedes there are a lot of questions that must be answered before the rulemaking process gets under way. Some of these questions, according to Harry Close, NHTSA's director of heavy-truck research, include:

What are the relationships among ride, fatigue and ability to drive safely? Is driver discomfort an indication of an unsafe condition? Is some rough ride necessary for driver alertness?

Should an overall ride standard be written or should there be separate standards for seats, suspension, wheels, tires and so forth? What is the role of loading and maintenance and how can these be controlled?

No matter what course NHTSA takes, it is more than unlikely that the agency and the industry will see eye-to-eye on what action, if any, is really needed or whether any benefits are cost efficient.

- Ray W. Murphy, research and development director, Freightliner Corp., had some harsh comments about truck ride at the recent annual SAE truck meeting in Fort Wayne, Ind.

"Before even considering regulations in this area," he said, "a correlation must be established between ride and safety. If such a correlation cannot be established, the government should forget about it and work on researching real safety problems."

Murphy expressed fears that government action would lead to "another regulation which will be a 'solution' to a non-problem," and he cited the industry's experience with the ill-fated MVSS-121, which regulates braking requirements for heavy trucks equipped with air brakes.

"Billions of dollars were spent on the 121 brake system (which required an electronic wheel-lockup prevention device for

Continued on Page 34, Col. 3

Japanese pickups, heavies only gainers

1979 truck sales decline 15.4 pct.

Continued from Page 14

were down 18 percent from the record established the previous year, from 3,741,349 units to 3,101,037, with losses for all types of vehicles except the compact pickups.

Mediums dropped from 164,107 sales in 1978 to 151,620 last year, a decrease of 7.6 percent. Medium trucks have been on the decline since reaching their 1970s peak of 254,396 in 1973.

The Motor Vehicle Manufacturers Assn. reported that the number of unsold trucks in retailer inventory continued to decline in the final month of 1979.

On Dec. 31, the association said, there were 803,470 new trucks in stock, only 5.2 percent higher than the 763,870 units on hand at the same time in 1978. On three occasions during the year — May, June and July — the total topped the million mark. The high occured in June, when there were 1,086,480 units in stock.

Going into 1980, retailers had 711,655 light trucks in inventory, an increase of 7.2 percent over the year-earlier 664,011. Mediums were down 15.6 percent, from 47,502 at the start of 1979 to 40,078. Unsold heavies on Jan. 1 totaled 51,737 units, down 1.2 percent from the previous year's 52,357.

MVMA reported that dealers franchised by U.S. truck manufacturers and factory outlets retailed 3,235,634 units in calendar 1979, a decline of 17.3 percent from the alltime high of 3,913,902 sold in 1978.

In December, they retailed 207,250 trucks of all types, down 26.5 percent from the year-earlier 282,138, the high for the month. Including the Toyota, Datsun and Mazda sales, the total for the final month of 1979 was 226,561 units, off 24.2 percent from the previous year's 24.2 percent.

• Ford's 1,145,895 sales for calendar 1979 were down 16 percent from the record 1,365,718 units retailed in 1978. The 12-month total included 78,088 Courier compact pickups, up 10.7 percent over the year-earlier 70,557 and a new high for the nameplate.

During the final month, Ford dealers sold 74,542 vehicles, including 5,914 Couriers, a decline of 24 percent from the previous December's 98,005. The 1978 figures included 5,049 Courier sales.

Chevrolet's 1979 sales — 1,104,616 — were down 17.6 percent from the alltime high of 1,340,259 established in 1978. Sales of the LUV compact pickup topped the 100,000 mark for the first time ever in 1979. The total of 100,192 was 49.5 percent higher than the previous year's 67,035, the previous record.

In December, Chevrolet said its dealers retailed 70,507 vehicles, off 24.4 percent from the year-earlier 93,268. The count included 7,333 LUVs, compared with 5,893 in the same month in 1978.

Chrysler reported that its Dodge and Chrysler-Plymouth dealers retailed 387,396 vehicles in 1979, down 29.2 percent from the previous year's 547,405, the calendar-year high.

The 12-month total included 32,233 Dodge D-50 compact pickups, compared with 1,929 in the final quarter of the previous year, and 14,897 Plymouth Arrow compacts, as against 1,215 in 1978. The small trucks were offered for the first time at the start of the '79 model year.

• Dodge and Chrysler-Plymouth dealers retailed 23,306 units in December, a decline of 43.7 percent from the year-earlier 41,420, the December record. The total included 2,550 D-50s, compared with 1,018 in 1978, and 1,151 Arrows, as against the prior year's 617.

Although sales were down 17.4 percent, last year was the third-best ever for GMC Truck & Coach Division. Its dealers sold 290,363 units during the year, compared with 351,257 in 1978, the alltime 12-month high.

In December, dealers retailed 18,073 vehicles, down 20.8 percent from the record 22,819 units sold in the same month the previous year.

Sales of four-wheel-drive Jeep vehicles in 1979 totaled 140,431 units, a drop of 13.3 percent from the record 161,912 retailed in the previous year. In December, dealers sold 10,773 units, off almost 30 percent from the year-earlier 15,220.

Calendar-year records were reported by the importers of the Toyota, Datsun and Mazda compact pickups.

Toyota dealers retailed 130,075 units over the 12-month span, an increase of 37.1 percent over the year-earlier 94,882. In the final month, 10,911 vehicles were sold, up 7.4 percent over the previous year's 10,157.

Datsun's 1979 sales were 7.7 percent higher than the previous year, 101,914 versus 94,604. Dealers retailed 7,814 vehicles in December, a gain of 21 percent over the 6,456 sold in 1978.

During 1979, Mazda dealers retailed 8,304 pickups, an increase of 76.4 percent over the previous year's 4,708. The December total was 105.6 percent higher than the 1978 count, 586 versus 285.

IMACA plans meeting

DALLAS. — The International Mobile Air Conditioning Assn. (IMACA) will hold its International Trade Show and annual Convention, January 24-25, here at the Loews Anatole Hotel.

Once a staid business

Auto-oil market in flux

FAIRFIELD, N. J.—U. S. sales of automotive motor oils sold through retail outlets to consumers will remain static at $1 billion over the next five years.

However, the major characteristics of the market will change, according to Kline & Co., marketing consultants, as the popularity of automobiles with smaller engines increases and suggested drain intervals are extended by automobile manufacturers.

In addition, changing automotive design and technology, consumer acceptance of oils which increase gasoline mileage, and other new developments will also stimulate this once staid industry.

Some of these new developments, according to Kline, include an increasing number of cars that have smaller crankcases; auto makers are recommending more mileage between oil changes; synthetic lubricants and motor oils with syn-

Continued on Page 31, Col. 1

Once a staid business

Changes due in auto oil industry

Continued from Page 18

thetic additives are gaining in popularity; sales of diesel-powered vehicles are growing.

Also, sales through nontraditional outlets are growing at a faster rate than those sold through traditional outlets; private-label brands are gaining a larger share of the market; resealable bulk containers are gaining acceptance with do-it-yourselfers; and rerefiners of motor oils are looking for a share of the aftermarket.

Although gasoline stations are the largest retail outlets for motor oils, the major oil companies are not the leading suppliers of these products, Kline reports.

- Instead two independent oil companies Quaker State and Pennzoil, with 14 percent and 12 percent shares of the market, respectively, are the leaders.

Unlike the major oil companies which emphasize sales of gasoline and view motor oil as secondary, both Pennzoil and Quaker State support their motor oil businesses with substantial resources. In addition, strong market share and leadership are important parts of both companies' business strategies for motor oil.

The remaining suppliers in this business are primarily major oil companies. However, Ashland, an independent oil company; Witco, a major chemical company; and Sears, the nation's largest retailer, are also important factors, Kline reports.

The distribution of automotive motor oils is very complex, according to Kline.

In general, these products are sold primarily by manufacturers under their own trade names direct to retail outlets and distributors. These middlemen including warehouse distributors, discount feeders, and other wholesalers distribute motor oils direct to retailers, but also to such resellers as automotive and oil company jobbers.

Over the last five years, such nontraditional outlets for motor oils as mass merchandisers and department stores have rapidly gained importance and today are competing with service stations for the largest share of sales, Kline said.

However, grocery stores and supermarkets are now the fastest growing retail outlets for oils as women increase their purchase of these products.

- Over the next five years, total sales of automotive motor oil will remain constant or even decline, but a proliferation of new products is expected to meet the changing needs of consumers and the demand of new automotive technology.

Products which improve gasoline mileage and are easily used by do-it-yourselfers will readily gain acceptance, Kline said.

Kline said its first continuing review of the market for automotive motor oil is now underway. The survey, scheduled for completion in mid-1980, will be based on 2,000 interviews with manufacturers, marketers, wholesalers, and other industry factors.

Each subscriber will receive a detailed base report and six months after its completion, an update review highlighting any significant changes or new developments.

The new business review is available only on subscription from Charles H. Kline & Co., 330 Passaic Ave., Fairfield, N. J. 07006.

LEADING SUPPLIERS OF BRANDED MOTOR OIL 1979

(Estimated Market Shares)

Company	Percent of Total Market
Quaker State	14
Pennzoil	12
Texaco	9
Ashland	6
Exxon	5
Gulf	5
Mobil	5
Kendall (Witco)	5
Shell	4
Standard Oil (Ind.)	4
Standard Oil of Calif.	3
Atlantic Richfield	3
Phillips Petroleum	3
Sears	3
Burmah-Castrol	2
Sun Oil	2
Union Oil	2
Wolf's Head (Pennzoil)	2
Quaker Oil (Texstar)	1
Amalie (Witco)	1
Continental Oil	1
Cities Service	1
All Other	7
TOTAL	100

Source: C. H. Kline & Co.

factories list auction dates

American Motors

Jan. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Colorado Auto Auction, 6955 E. 50th St., Denver, Colo.; Ohio Auto Auction, Grove City, O.

Jan. 24—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Jan. 25 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Jan. 30—Dallas Auto Auction, Grand Prairie, Tex.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

AMC sales are open to all dealers.

Chrysler Corp.

Jan. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Jan. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Jan. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Jan. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Jan. 25 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Jan. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham, Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 31—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Jan. 22—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Jan. 23—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 24—Northway Exchange, Rte. 146, Clifton Park, N. Y.

Jan. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Jan. 30 — South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; California Dealers Exchange, 1320 N. Tustin Ave., Anaheim, Calif.

Jan. 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Used car sales

Auction averages

January to date	$3,161
Month ago	$3,300
Year ago	$3,377

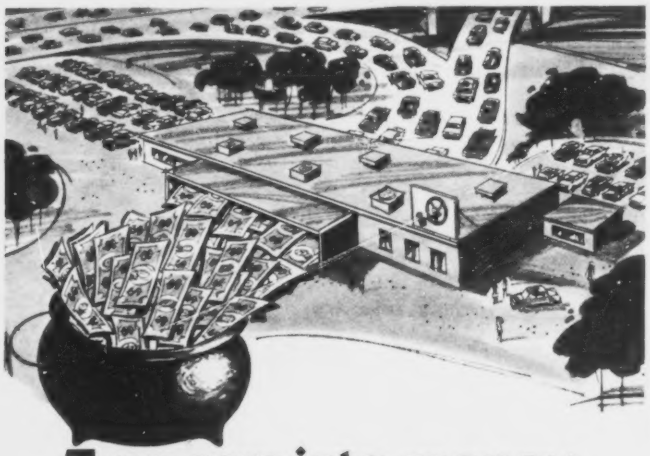
Model breakdown

Auction averages

	January to Date	Dec.	Nov.
1980	$5,828		
1979	5,351	$5,608	$5,566
1978	3,706	3,741	4,028
1977	2,817	3,043	3,179
1976	2,249	2,297	2,433
1975	1,813	1,828	1,870
1974	1,467	1,409	1,450
1973	1,104	1,120	1,106
Overall Average	$3,161	$3,262	$3,293

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.



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Industry total is 92,618 for week

GM now building 75 pct. of cars

By Michele Raqpepau
Staff Writer

General Motors has increased its substantial possession of year-to-date car production to three-fourths of the total.

For the first 19 days of 1980, 74.97 percent of total production was GM's.

The breakdown for the other auto makers was: Ford Motor Co., 14.91 percent; Chrysler Corp., 6.63 percent; American Motors, 2.59 percent; Volkswagen of America, 0.86 percent, and Checker, 0.04 percent.

The year-to-date figure has dropped 42.63 percent to 293,280 from the 511,179 autos produced by Jan. 20, 1979.

Scheduled production last week of 92,618 cars decreased 17.27 percent from the previous week's figure of 111,955, and 39.76 percent from the equivalent week of 1979.

There were 19 plants down last week: Ford Atlanta, Chicago, Louisville, Los Angeles, Mahwah, Metuchen, St. Louis, Wayne, Dearborn, and Kansas City; Chrysler Lynch Road, Newark and St. Louis; GM Pontiac, Cadillac in Detroit, Fairfax, Leeds, South Gate and Fremont.

GM closed the Fisher Body plant in Pontiac and Fleetwood in Detroit last week.

Also down was the VWoA Westmoreland plant because of a strike at its West Charleston stamping plant. Operations will resume when the strike is settled.

Chrysler's Newark and St. Louis points are down for retooling, resuming operations today (Jan. 21). GM's Fremont operation is down to change the paint system and will reopen Jan. 28.

Down this week at General Motors are Pontiac and the adjoining Fisher Body plant, and Leeds for the second of two weeks. Also down are the Lansing plant and the adjoining Fisher Body operation as well as the Fremont point.

Ford will suspend production at its Wixom plant for two weeks beginning today (Jan. 21) and at its Lorain point for one week. Wixom builds the Lincoln and Mark VI and Lorain the Cougar XR-7 and Thunderbird.

There were two plants slated for Saturday overtime: GM Oklahoma City and St. Louis (Corvette line only).

U. S. CAR PRODUCTION

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
AMERICAN MOTORS	3,800*	1,500	3,800*	7,600*	6,616	7,600*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	6,020	11,342	7,746	19,439	51,292	19,439
Plymouth Total	3,150	3,718	3,653	9,231	16,974	9,231
Horizon	3,150	1,862	3,261	8,222	9,212	8,222
Volare		1,856	1	469	7,604	469
'80 Gran Fury			391	540		540
Caravelle					158	
Chrysler Total		2,946	818	1,339	13,766	1,339
Chrysler		2,318	818	1,339	6,544	1,339
LeBaron		628			7,222	
Dodge Total	2,870	4 678	3,275	8,869	20,552	8,869
Omni	2,870	1,403	2,859	7,590	7,217	7,590
St. Regis		1,339	415	717	4,280	717
Diplomat		564			3,653	
Aspen		1,372	1	562	5,402	562
FORD MOTOR	9,870	44,705	9,349	43,737	151,948	43,737
Ford Division	4,000	27,859	7,052	29,504	96,432	29,504
Pinto		2,810		2,262	8,143	2,262
Mustang II/Mustang	1,687	6,493	4,230	9,652	22,234	9,652
Fairmont		3,247	2,822	6,793	12,296	6,793
Granada		3,538		2,025	11,543	2,025
LTD II		874			2,786	
Thunderbird	2,313	3,364		5,916	15,149	5,916
Ford		7,533		2,856	24,281	2,856
L-M Division	5,870	16,846	2,297	14,233	55,516	14,233
Mercury Total	2,605	12,261	1,018	9,549	42,568	9,549
Bobcat		862		174	2,284	174
Capri	413	1,798		1,299	4,901	1,299
Zephyr		1,032	1,018	2,139	4,033	2,139
Monarch		2,134		715	6,425	715
Cougar/XR7	2,192	4,076		3,671	13,490	3,671
Mercury		2,359		1,551	11,435	1,551
Lincoln Total	3,265	4,585	1,279	9,684	12,948	4,684
Lincoln	1,175	2,194	1,279	2,454	6,154	2,454
Versailles		583		140	1,745	140
Mark VI	2,090	1,808		2,090	5,049	2,090
GENERAL MOTORS	72,828	93,314	91,060	219,873	294,436	219,873
Buick Division	14,778	14,819	18,096	42,171	44,020	42,171
Skyhawk		545			1,131	
Skylark/'79-'80	4,448		5,493	13,080		13,080
Century	2,999	1,080	2,778	7,047	3,085	7,047
Regal	3,841	4,941	3,611	9,151	16,207	9,151
Buick	2,200	6,972	4,930	9,548	19,616	9,548
Riviera	1,290	1,281	1,284	3,345	3,981	3,345
Cadillac Division		7,890	7,015	11,101	24,942	11,101
Seville		1,227	1,204	1,852	3,571	1,852
Cadillac		4,958	4,550	7,309	16,063	7,309
Eldorado		1,705	1,261	1,940	5,308	1,940
Chevrolet Division	34,339	36,088	35,497	94,289	125,296	94,289
Chevette	8,740	5,924	9,191	23,423	17,657	23,423
Monza	3,100	3,334	3,230	8,007	9,437	7,007
Camaro	2,864	5,474	2,557	6,603	18,171	6,603
Nova/Citation	9,337		9,144	24,959		24,959
Malibu	2,793	7,693	5,625	11,669	25,062	11,669
Monte Carlo	1,545	6,054	3,527	7,156	19,371	7,156
Chevrolet	4,800	6,652	1,224	9,713	32,811	13,693
Corvette	1,160	957	999	2,759	2,787	2,759
Oldsmobile Division	14,725	20,183	16,437	41,052	56,123	41,052
Starfire		390			1,080	
Omega/'79-'80	2,225		1,849	5,183		5,183
Cutlass	6,670	8,984	7,101	17,994	25,238	17,994
Oldsmobile	4,800	9,508	6,441	15,235	25,598	15,235
Toronado	1,030	1,301	1,046	2,640	4,207	2,640
Pontiac Division	8,986	14,334	14,015	31,260	44,055	31,260
Acadian†	460	331	205	754	905	754
Sunbird	3,300	2,101	2,969	7,886	4,942	7,886
Phoenix/'79-'80	2,636		2,513	6,980		6,980
Firebird	2,160	4,045	1,757	4,779	13,887	4,779
LeMans	430	2,128	1,375	2,563	6,471	2,563
Grand Prix		1,945	2,415	3,844	5,944	3,844
Pontiac		3,784	2,781	4,454	11,906	4,454
VOLKSWAGEN		2,769		2,531	6,584	2,531
CHECKER	100	109		100	303	100
Total Cars, U. S.	92,618	153,739	111,955	293,280	511,179	293,280

Truck production slides 23 pct. to 29,480 for week

U. S. truck production continued at a snail's pace last week as the truck makers closed several points to balance high inventories.

Planned production last week was 29,480, down 23.84 percent from the 38,708 built the previous week and 60.34 percent from the 74,334 assembled in the year-ago week.

For the year, truck output has also taken a nosedive, falling 58.44 percent to 96,584 from the 232,403 completed through Jan. 20, 1979.

Plants down last week were: Chrysler Missouri and Warren; Ford Kansas City, Lorain and the adjoining Avon Lake operation, Norfolk, San Jose and Twin Cities; and General Motors Lordstown (vans only), Pontiac and Fremont. The Fremont point is down to change paint systems, reopening Jan. 28.

Volkswagen of America's Westmoreland point is down because of a parts shortage caused by a strike at its West Charleston stamping plant.

International Harvester is still down because of a contract strike.

GM's Pontiac point and Ford's San Jose and Twin Cities operations continue downtime this week.

Ford will continue downtime at its Norfolk truck plant this week and will also close the Kentucky truck facility for one week beginning today (Jan. 21).

All operations are scheduled to resume Jan. 28.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
CHEVROLET	13,288	22,785	13,993	34,335	70,683	34,335
DODGE/PLYMOUTH	1,200	12,325	1,247	5,171	34,090	5,171
FORD	6,977	24,581	15,003	35,153	84,817	35,153
GMC	3,445	6,173	3,955	9,779	19,095	9,779
INTERNATIONAL		2,824			7,927	
MACK	620	766	560	1,519	1,902	1,519
WHITE	200	330	200	455	861	455
JEEP	2,500*	3,300	2,500*	6,500*	9,240	6,500*
AM CORP.	450*	350	450*	1,172*	1,088	1,172*
VOLKSWAGEN				360		360
MISCELLANEOUS	800	900	800	2,140	2,700	2,140
Total Trucks, U. S.	29,480	74,334	38,708	96,584	232,403	96,584

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 19 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19 1980
CHRYSLER CORP.		2,107			5,371	
FORD MOTOR	3,238	5,045	3,183	9,044	13,938	9,044
GENERAL MOTORS	5,758	6,237	6,137	15,644	18,112	15,644
AMERICAN MOTORS	1,060	1,184	1,060	2,756	3,220	2,756
INTERNATIONAL	465	461	152	709	1,165	709
MACK	60	70	60	154	227	154
WHITE	65	85	63	165	218	165
Total Trucks, Canada	10,646	15,189	10.655	28.472	42,271	28,472
N. American Trucks	40,126	89,523	49,363	125,056	232,403	125,056

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

Canadian cars rise for week, but trail 1979

Car and truck production in Canada last week was below year-ago figures because of a slump in sales in the U. S.

Planned car production was 16,025 units, down 28.09 percent from the 22,286 built in the same week in 1979, but up 3.62 percent from the 15,465 built the previous week.

Truck production of 10,646 last week was comparable to the 10,655 built in the previous week but down 29.90 percent from the 15,189 built in the year-ago week.

Ford's Oakville and St. Thomas plants have been closed for the past two weeks to cut inventories but will reopen today (Jan. 21). Oakville is scheduled to close the week of Jan. 28, also to deplete inventories.

The Chrysler Pillette Rd. truck point has been closed since the week of Dec. 17 to diminish inventories, and the Windsor car plant is planning to shut down today (Jan. 21) for the same reason. Chrysler Pillette Rd. is scheduled to reopen Jan. 28.

General Motors is planning to close its Oshawa plant the week of Jan. 28 to cut dealer inventories.

American Motors is still planning to eliminate the second shift at its Brampton plant beginning the last week in January. A company spokesman said the move is still pending.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
CHRYSLER CORP.	3,192	4,400	2,830	7,408	12,288	7,408
FORD MOTOR	576	5,107	336	4,778	19,748	4,778
GENERAL MOTORS	12,032	12,599	12,074	31,230	36,581	31,230
VOLVO	225	180	225	585	504	585
Total Cars, Canada	16,025	22,286	15,465	44,001	69,121	44,001
N. American Cars	108,643	176,025	127,420	337,281	580,300	337,281
N. American Trucks	40,126	89,523	49,363	125,056	232,403	125,056
North American Cars and Trucks	148,769	265,548	176,783	462,337	854,974	462,337

†—All Acadians are built for sale in Canada. *—Estimated.

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Pontiac grooms mid-engine, 2-seat commuter

By Jim Plegue
Staff Writer

Pontiac apparently is charging ahead with plans to introduce a fiberglass two-seat commuter car using a mid-mounted X-car engine in mid-1983, countering a recent report that the project had been scuttled by top management.

The sporty high-mileage car would likely be the first of its kind produced by a U. S. automaker. Ford Motor Co. is developing a similar type of urban vehicle based on its 1981 front-drive Escort range, according to an insider. Although tentatively planned for a 1985 introduction, the Ford commuter could be pushed ahead if GM enters the market earlier, the source added.

Prototypes for the Pontiac commuter were viewed by a select group of Pontiac dealers early last month and, according to sources, won rave reviews. General Motors management reportedly will evaluate the car within several months.

Although the project may not yet have corporate approval, one source said that General Motors management recently pumped $8 million into the commuter-car development budget.

The car will ride on a wheelbase of about 90

Continued on Page 51, Col. 1

Chrysler takes its best shot to jack up sales

By Joseph Bohn
Marketing Editor

Chrysler Corp. is launching an unprecedented marketing effort, beginning Jan. 31, which could pump up consumer confidence and sales — or create some pretty costly headaches.

At any rate, it's Chrysler's best shot to move a sluggish market and improve penetration.

The program has all the earmarks of a limited-time, special-merchandising effort, similar to rebates and other Chrysler programs of the past.

Chrysler Chairman Lee A. Iacocca, in making the announcement, gave no cutoff date. Industry sources say the company has budgeted for it at least through April and could run all or parts of it through the end of the model year. Perhaps indefinitely, if it works out.

Significantly, it's being offered through "participating dealers" only. Chrysler still has to get its dealers to sign participation agreements. It would like all to go along, but is looking for at least the majority to do so.

The four-part program has already been touted with "confidence ads," another in the series of ongoing full-page newspaper ads that Chrysler has been running since last year.

New TV spots, newspaper and magazine ads will be run on a saturation schedule nationally, starting Jan. 31, according to Iacocca.

• The Chrysler four-part program includes: A 30-day or 1,000-mile money-back guarantee on new cars or trucks purchased; a $50 test-drive offer to people who buy either a Chrysler or directly competitive make; no-charge scheduled maintenance service for two years or 24,000 miles on domestic and 12-months or 12,000 miles on imported vehicles and a two-

Continued on Page 50, Col. 1

Sleeker RX-7

Changes front, rear and atop

The Mazda RX-7 Targa by Petty Engineering, La Mirada, Calif., features a reinforced chassis with custom seats and interior and a stowaway top. Available as options are a frontend air dam and a whale-tail spoiler.

Strict rules of evidence knock out prosecution documents

Rulings bolster Ford in Pinto trial

By Roger Rowland
Engineering Editor

WINAMAC, Ind. — The rules of the game have kicked the legal legs out from under Indiana as it prosecutes Ford Motor Co. on three counts of reckless homicide in the Pinto case.

Three rulings by Circuit Judge Harold Staffeldt have combined to weaken drastically the prosecution and knock weeks off the trial's length.

The most severe blow was made to the heart of the case — documentary evidence — and it came early.

Terrence Kiely, a DePaul University law professor and volunteer in the prosecution's cause, tried to introduce a sheaf of documents. The data included a covering letter to Lee Iacocca, former Ford president, from Howard Dugoff, former NHTSA deputy administrator.

The state expected that initial determination of a defect letter would show the highest levels of Ford management knew of Pinto fire hazards long before the car was recalled for fire prevention fixes.

Almost abruptly, the word "purported" came into use at the defense table. The letter's signature became a "purported" signature. Material and dates became purported, and the prosecution group was stunned and in disarray.

It became obvious that Judge Staffeldt planned to abide by the strictest interpretations of rules of criminal case evidence.

For example, just the fact that Ford produces a document from its files in response to a subpena does not prove the authenticity of the document.

Prosecutor Michael Cosentino is a man who moves quickly to brief periods of anger. He strode from the courtroom as the impact of the judge's rulings hit home. Later he said documents were the core of Indiana's case, which had become a shambles.

Indiana financially cannot afford to bring witnesses here from their Ford job sites around the world. The jury of seven men and five women heard none of the arguments over admitting evidence.

Corporations, even in a criminal case such as this one, have no fifth amendment right against self-incrimination. Judge Staffeldt told AUTOMOTIVE NEWS the rules of evidence are to be even more strictly enforced in a case involving a corporation than an individual. He said anything less than strictness could open the doors to fraud.

He also said the trial will be much shorter than the two months expected earlier.

Ford lawyers have succeeded in what the prosecution calls "sanitizing" the case. They also have been allowed to tell the jury of the bad driving record of Robert Duggar, 22, driver of the van that rear-ended the gold '73 Pinto 18 months ago.

The sanitizing involves keeping the jury from hearing any flesh-bone-and-blood details of the deaths of three teen girls when their Pinto was hit by a 1972 Chevrolet van, decorated with a picture of a train on a trestle.

The court is attempting to keep the jury from hearing things that might arouse passion or prejudice. Also, any gory de-

Continued on Page 49, Col. 1

Hearings on MPG bring disagreement on changes in law

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Government and industry spokesmen, in testimony on proposed changes in the fuel economy law, found they could agree totally on only one of the several pending changes—the one to allow a three-year period for carryforward and carryback of credits to avoid paying fines for missing a CAFE standard.

But on other matters—providing an exemption for low-volume makers or making changes to allow American Motors to include Renaults before they reach the necessary content or to allow Volkswagen of America to increase its American content and include Audis and Porsches in its CAFE — there was disagreement.

General Motors and Ford Motor Co. opposed "special" legislation on grounds of inequity and Chrysler Corp. said it would also—unless it would be included and allowed to bring in both Mitsubishi cars and light trucks and count them both in its CAFEs. GM and Ford opposed exempting low-volume makers from fuel-economy standards but Chrysler did not.

On the other hand, the UAW supported all the proposals and asked for something extra. The union suggested, as it had earlier, that police cars and ambulances should be excluded from CAFE standards (as they are from the gas guzzler tax), especially since Chrysler's share of these vehicles is proportionately high.

The UAW supported both the VWoA and AMC proposals because they would increase em-

Continued on Page 45, Col. 1

breaking news

Applying the heat at Pinto trial

WINAMAC, Ind. — In the Pinto reckless-homicide trial here, a self-styled automotive safety expert felt the heat of examination by James Neal, Ford Motor Co. attorney. Neal tried to convince the judge and jury that Byron Bloch is not qualified to testify on fuel-tank safety. Neal exposed Bloch's poor academic record, lack of auto-related job experience, and firings from jobs. In several cases, judges have denied Bloch the right to testify as an expert on fuel tanks.

Chrysler aide joins McCurry at Mid-Atlantic

DETROIT. — Is there an exodus of Chrysler Corp. executives to Toyota? Rick A. Lepley has joined Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md., as manager of dealer development. He had been Los Angeles zone sales manager for Chrysler-Plymouth. A former Chrysler executive, Robert B. McCurry, is executive vice president and chief operating officer of Mid-Atlantic. There are reports that other Chrysler executives are considering a move to Mid-Atlantic.

NEWSPAPER

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Month's registrations slide; total is lowest since 1975

By Richard A. Wright
Assistant Managing Editor

New-car registrations slumped in November, falling to their lowest level for the month since the recession year of 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in the U. S. in November totaled 724,989, down 12.18 percent from 825,525 a year earlier. November registrations were down even more sharply — 18.24 percent—from the October total of 886,778.

The November total was all the more dismal for the domestic makers because import registrations again set a monthly record. The import total of 166,960 in November outdistanced the previous record for the month of 139,945 in 1978 by 19.30 percent.

The domestic total of 558,029 in November was off 18.60 percent from 685,580 a year earlier.

New-car registrations in the first 11 months of 1979 totaled 9,503,592, down 4.94 percent from 9,997,568 in 1978.

• For the second consecutive month, American Motors was the only corporate maker to increase its market share compared with a year earlier, taking 2.04 percent of total new-car registrations, up 0.78 of a percentage point.

General Motors accounted for 47.76 percent of the November total, down 2.52 points, while Ford Motor Co. fell 2.10 points to 19.86 percent and Chrysler dipped 2.25 points to 7.27 percent.

The big winner, again, was the import segment, which accounted for 23.03 percent of the November market, up a whopping 6.08 points from a year earlier. Miscellaneous domestic nameplates accounted for 0.04 percent, up 0.01 of a point.

Excluding imports, domestic-

Continued on Page 46, Col. 1

TOP CARS

U. S. new-car registrations for the first 11 months of 1979. Registrations not available for Oklahoma, delayed for Hawaii.

1979 Pos.		Make		1978 Pos.
1	1,939,817	Chevrolet	2,092,343	1
2	1,347,639	Ford	1,618,440	2
3	857,174	Olds.	878,295	3
4	715,888	Pontiac	778,862	4
5	626,411	Buick	695,885	5
6	459,467	Mercury	508,672	6
7	423,790	Toyota	399,985	7
8	401,555	Datsun	311,475	10
9	344,230	Dodge	395,651	8
10	307,190	Honda	238,232	13
11	303,029	Plymouth	368,064	9
12	278,500	Cadillac	299,164	11
13	265,527	VW	215,904	14
14	227,766	Chrysler	265,363	12
15	140,766	AMC	145,643	16
16	130,367	Mazda	63,465	19
17	116,071	Lincoln	159,589	15
18	88,538	Subaru	71,737	17
19	71,005	Fiesta	70,519	18
20	56,049	Colt	41,471	22
21	54,204	Fiat	53,094	20
22	49,497	Volvo	43,959	21
	294,872	Other Imports	277,880	
	4,240	Misc. Dom.	3,876	
		Total All Makes		
	9,503,592		9,997,568	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report

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NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1979	Percent Share of Market	Regis., Nov., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78	Regis., 11 mos., 1979	Percent Share of Market	Regis., 11 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Chevrolet	150,803	20.80	181,493	21.98	− 1.18	1,939,817	20.41	2,092,343	20.93	− 0.52
Ford	100,594	13.88	122,864	14.88	− 1.00	1,347,639	14.18	1,618,440	16.19	− 2.01
Oldsmobile	65,964	9.10	76,377	9.25	− 0.15	857,174	9.02	878,295	8.79	+ 0.23
Pontiac	52,558	7.25	68,175	8.26	− 1.01	715,888	7.53	778,862	7.79	− 0.26
Buick	51,161	7.05	60,012	7.27	− 0.22	626,411	6.59	695,885	6.96	− 0.37
Mercury	32,574	4.49	41,469	5.03	− 0.54	459,467	4.84	508,672	5.09	− 0.25
Dodge	25,797	3.56	29,053	3.52	+ 0.04	278,500	2.93	299,164	2.99	− 0.06
Cadillac	19,569	2.70	30,406	3.68	− 0.98	344,230	3.62	395,651	3.96	− 0.34
Plymouth	17,473	2.41	25,778	3.12	− 0.71	303,029	3.19	368,064	3.68	− 0.49
Chrysler	15,637	2.16	22,406	2.72	− 0.56	227,766	2.40	265,363	2.65	− 0.25
AMC	14,786	2.04	10,369	1.26	+ 0.78	140,766	1.48	145,643	1.46	+ 0.02
Lincoln	10,839	1.49	16,913	2.05	− 0.56	116,071	1.22	159,589	1.59	− 0.37
GENERAL MOTORS	346,283	47.76	415,110	50.28	− 2.52	4,417,790	46.48	4,744,649	47.46	− 0.98
FORD MOTOR CO.	144,007	19.86	181,246	21.96	− 2.10	1,923,177	20.24	1,618,446	22.87	− 2.63
CHRYSLER CORP.	52,679	9.44	78,590	11.46	− 2.25	875,025	9.21	1,029,078	10.29	− 1.08
AMERICAN MOTORS	14,786	2.04	10,369	1.26	+ 0.78	140,766	1.48	145,643	1.46	+ 0.02
IMPORTS	166,960	23.03	139,945	16.95	+ 6.08	2,142,594	22.55	1,787,721	17.88	+ 4.67
MISCELLANEOUS	274	0.04	265	0.03	+ 0.01	4,240	0.04	3,876	0.04	
TOTAL	724,989		825,525			9,503,592		9,997,568		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Hawaii.

truck watch

By Jack Walsh
Truck & RV Editor

Until last spring's critical fuel problems, vans and 4x4 vehicles were the hottest segments of the light - truck market, and the industry was having a tough time keeping up with the demand.

These products did well in the first quarter, but once long gas lines began to form and gas prices skyrocketed, many consumers quickly lost their interest in vehicles with lower fuel efficiency.

The downturn for vans and 4x4s started late in March and continued throughout the year. And the outlook for any sizable increases in the first half of 1980 is not bright.

Vans, which owed their fantastic growth in the 1970s to the RV boom and to young people who turned to them as status symbols after the demise of muscle cars, suffered the biggest losses in sales in 1979.

Over the 12-month span, van sales dropped 31.2 percent below the alltime high achieved in 1978. Sales were down from approximately 869,980 units to 598,112, with all van manufacturers taking their lumps.

- Van totals include the window vehicles, or wagons, which were registered as cars, as well as the commercial vans. In 1980, the window vans will be included in truck sales and registrations.

The slump in RV sales was hardest on Chrysler, which had been the industry's No. 1 supplier of vans, van cab and chassis and motor-home chassis throughout the 1970s. Its van deliveries plunged 44.7 percent during the year, from a record 297,187 units to 164,442.

Chrysler still has a hefty inventory of cab-and-chassis units (on which mini motor homes are installed) and Class A motor-home chassis, and has not

Continued on Page 28, Col. 3

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truck industry news

November total down 21 pct.

Registrations slump after one-month rally

The rally in new truck registrations in October was merely a flash in the pan. The November count, like those in six of the last seven months, trailed that for the comparable year-earlier month.

In November, according to R. L. Polk & Co., statistics, 247,939 new trucks of all types were registered in the U. S., a decline of 21 percent from the record 313,958 tallied in the same month in 1978.

Table on Page 26

October registrations of 313,461 units set an alltime high for the month, and were 2.8 percent higher than the previous year's 304,904, the former October record.

Registrations for the 11-month period totaled 3,202,752 units, a decrease of 11.1 percent from the record 3,602,709 vehicles tallied in the comparable period in 1978.

Both light and medium trucks were down from the 1978 totals for the 11 months and November. The heavies were up significantly for the January-November period, but off slightly for the month.

Through November, light trucks were down 12.7 percent from the record levels of 1978, with all of the losses coming after a record first quarter. The 11-month total was 2,867,062, compared with 3,282,345 in 1978.

Group 1 registrations, however, were 13.3 percent higher than the previous year, 1,169,507 versus 1,032,473. Group 2 was down from 2,202,524 in 1978 to 1,658,682, a drop of 24.7 percent. There were 38,873 Group

Continued on Page 28, Col. 3

Nov. registrations of heavy trucks decline slightly

Registrations of new heavy trucks were down slightly in November, marking only the second month in 1979 that the total was not higher than the comparable year-earlier count.

R. L. Polk & Co. reported that 14,868 Groups 7 and 8 trucks were registered during the month, one-half of one percent below the 14,940 tallied in the same month in 1978, or 72 units.

The 11-month total, however, was up 13.3 percent over the count for the comparable year-earlier period. In the January-November period, a record 195,794 units were registered, compared with the year-earlier 172,836, the previous 11 - month high.

Group 7 registrations during November were up from 3,212

Continued on Page 9, Col. 1

U. S. TRUCK REGISTRATIONS

Based on R. L. Polk & Co. statistical report
11 MONTHS 1979 VS. 1978★

	11 mos., 1979	Percent Share of '79 Market	11 mos., 1978	Percent Share of '78 Market	Pct. Pt. Change '79 vs. '78
Ford	1,033,588	32.27	1,198,035	33.25	− 0.98
Chevrolet	1,002,047	31.29	1,158,208	32.15	− 0.86
Dodge	332,453	10.38	423,275	11.75	− 1.37
GMC	261,523	8.17	300,609	8.34	− 0.17
Jeep	132,424	4.13	145,741	4.05	+ 0.08
International	108,301	3.38	106,232	2.95	+ 0.43
Mack	26,934	0.84	25,313	0.70	+ 0.14
Plymouth*	18,121	0.57	6,388	0.18	+ 0.39
Kenworth	13,560	0.42	13,152	0.36	+ 0.06
Freightliner	12,137	0.38	10,608	0.29	+ 0.09
White	8,353	0.26	9,234	0.26	....
Peterbilt	7,965	0.25	8,621	0.24	+ 0.01
Autocar	1,998	0.06	1,673	0.05	+ 0.01
Western Star	1,034	0.03	682	0.02	+ 0.01
Brockway	2	....	37	....	....
Miscellaneous**	242,312	7.57	194,901	5.41	+ 2.16
TOTALS	3,202,752	100.00	3,602,709	100.00	....

★—No registrations for Oklahoma, 1979 and 1978; July-November, 1979.
*—Plymouth trucks are 4x4 Trail Duster utility vehicle and Arrow pickup.
**—Miscellaneous includes imports, Diamond Reo, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Based on R. L. Polk & Co. statistical report
11 MONTHS 1979 VS. 1978★

	11 mos., 1979	Percent Share of '79 Market	11 mos., 1978	Percent Share of '78 Market	Pct. Pt. Change '79 vs. '78
International	61,401	31.36	45,511	26.33	+ 5.03
Ford	34,306	17.52	33,402	19.33	− 1.81
Mack	26,934	13.76	25,313	14.65	− 0.89
GMC	18,670	9.53	16,660	9.64	− 0.11
Kenworth	13,560	6.92	13,152	7.61	− 0.69
Freightliner	12,137	6.20	10,608	6.14	+ 0.06
White	8,353	4.27	9,234	5.35	− 1.08
Peterbilt	7,965	4.07	8,621	4.99	− 0.92
Chevrolet	5,795	2.96	5,117	2.96	....
Autocar	1,998	1.02	1,673	0.97	+ 0.05
Western Star	1,034	0.53	682	0.40	+ 0.13
Brockway	2	....	37	....	....
Miscellaneous	3,639	1.86	2,826	1.63	+ 0.23
TOTAL	195,794	100.00	172,836	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1979 and 1978; Hawaii, July-November, 1979.

Capolongo named general manager of new group

Ford centralizes its truck operations

By Jack Walsh
Truck Editor

DEARBORN. — Ford Motor Co. has expanded its truck organization to bring big and light-truck planning, engineering and manufacturing, heavy-truck sales and assembly operations under one roof.

The new group—Truck Operations—will have total responsibility for the company's truck business in North America, according to Philip Caldwell, Ford Motor president.

James A. Capolongo, a Ford Motor vice president, will be general manager of the new group. He headed the previous engineering and planning group known as Truck and Recreation Products Operations.

Caldwell said the heavy-truck sales and marketing activity and the Kentucky Truck Plant, the company's major heavy-truck assembly facility, will be transferred to Truck Operations.

Heavy-truck sales and marketing had previously been the responsibility of Ford Division. The Kentucky Truck Plant, on the outskirts of Louisville, was part of the Automotive Assembly Division.

Ford Division will continue to have responsibility for light-truck sales and marketing through its 5,600 dealers. Truck Operations will control the same activities for medium and heavy trucks through the company's 276 heavy-truck outlets.

- "The growth and expansion of the truck business in the 1970s and the outlook for continued growth in the 1980s dictated the need to integrate key truck activities into a single organization," said Caldwell, who was the company's first Truck Operations general manager more than a dozen years ago.

"Truck sales leadership for seven years of the past decade is a tribute to Ford Division's dealers," he added. "By centralizing truck activities, we expect to solidify past gains and improve the opportunities for future growth."

Key executives in the heavy-truck operations include Edward T. Mabley, product-development manager; Carl G. Roth, manufacturing operations manager, and Alan R. Krueger, sales and marketing manager.

James D. Whyte, assistant manager of the Kentucky Truck Plant, replaces Roth as manager.

Caldwell said Truck Operations also will have major responsibility for the coordination of planning, engineering, manufacturing and marketing of light trucks—pickups, Bronco sports/utility vehicles, Econoline vans and Club Wagons.

J. Carver Wood has been named manager of a light-truck business and marketing planning office, which has been established to co-ordinate product development at Truck Operations and marketing activities of Ford Division.

Departments in Wood's office include business planning, forward marketing plans and light-truck and recreation products sales.

Light-truck engineering and planning have been combined in a newly created light-truck product - development office, with Edward E. Hagenlocker as manager.

A new light-truck manufacturing programs office also has been formed to co-ordinate light-truck body and assembly, power-train and chassis manufacturing programs.

Nov. registrations of heavy trucks decline slightly

Continued from Page 8

in 1978 to 3,230, while Group 8 tallies were down slightly, from 11,728 units to 11,638.

Over the 11-month span, there were significant increases in the count for both groups.

The Group 7 total through November was 43,431 units, a gain of 25.3 percent over the year-earlier 34,657. The Group 8 count was 10.3 percent higher than the previous year, 152,363 versus 138,179. The 1979 totals for both groups were alltime highs.

In November, No. 1 International increased its lead over runnerup Ford by 2,389 units, boosting its 11-month margin to 27,095 units. Through November, International had 61,401 registrations, compared with Ford's 34,306.

International's share of total industry registrations in the January-November period was up 5.03 percentage points over the previous year, from 26.33 percent on 45,511 tallies to 31.36 percent on 61,401.

New home for Wilson

BRANFORD, Conn. — Wilson Ford, marking its 40th anniversary, has moved into new and larger sales and service facilities. Les Findell is president of the dealership.

WIDESPREAD CURRENT USAGE.

Not that many years ago, Delco Remy redefined the words "starting power." By introducing the maintenance-free battery. The never-add-water Delco Freedom Battery.

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The leader under the hood

How we can help ease you into a computer. Or stop short, as the case may be.

Frankly, we wouldn't want to trade places with you right now. There are just too many things wrong with the market.

But what can you do?

Same two things you've always done when the crunch has come: Work harder. And work smarter.

We don't have to tell you about working harder. You wouldn't have survived this far if you didn't.

Ah, but working smarter: there, we can help.

Because if you're at all typical, your main emphasis is on sales and customer service. And if your agency is at all typical, its structure reflects your interests.

Sales, first.

Service, second.

Parts, third.

And, of course, the business office.

With you in the middle.

Here, we'll show you what we mean.

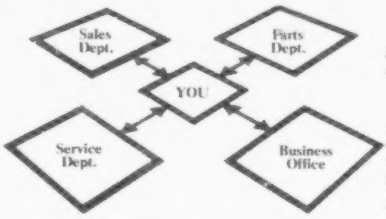

DIAGRAM 1

The traditional dealership structure. It got you where you are. And we can help you run it.

Diagram 1 shows the typical dealership. With you right in the center. Which, most times, is as it should be.

Trouble is, that also puts you right in the *middle*. That's a painful place to be because every little problem seems to pass that way.

One answer—the usual answer—is to give the individual department some computing help: accounting control, sales merchandising, inventory control, lease management, and the like.

We can help you with all of that, starting from basic inventory control, growing with you as your needs grow. You're free of the nitty-gritty, left with more time to manage. And sell.

As we said, that's the usual good answer. And more than sufficient for the small dealer.

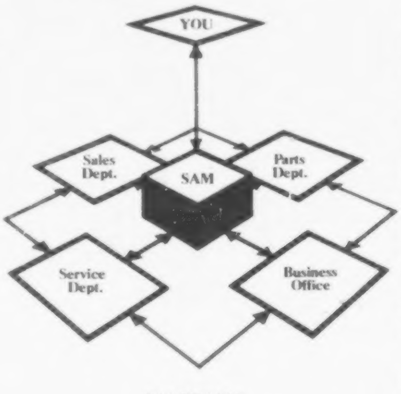

DIAGRAM 2

The integrated dealership. It will get you where you're going. And we can help you get there.

But look at Diagram 2. Some dealerships already work this way. And for many, perhaps you, it's definitely due for serious, immediate consideration.

It's an integrated computer system: SAM, by name. SAM is the logical outgrowth of all the help we've been providing dealers in the past. And our way of insuring that you can continue to grow in the future.

With SAM, you move up, above the day-in, day-out detail. You're able to maintain a big-picture view of your dealership, regardless of changing market conditions.

The paper flood crossing your desk will be reduced to a trickle. (You'll see only those reports you want to see—and you'll be able to see those on your own terminal.)

The paperwork throughout the place will be cut down, too. Your people will just be entering data on terminals, not filling out assorted forms—and then carrying the forms from department to department.

SAM establishes a single strong link among all departments. So that the real impact of every sale, every service transaction, is felt throughout the system.

You'll have a complete, useful history of every car you handle, from the time it's ordered to the day it's traded in. And re-sold.

With SAM, you're always in control. But never in the middle.

ADP Dealer Services: Your most logical partner.

If you're a medium to large dealer, you should be thinking of SAM. (Or maybe not: it depends on your operation.) If you're somewhat smaller, you should be thinking somewhat less.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

11 MONTHS, 1979 VS. 1978★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Nov., '79**								174	174
	Nov., '78								167	167
	Year to Date '79								1,998	1,998
	Year to Date '78								1,673	1,673
BROCKWAY	**Nov., '79**									
	Nov., '78								1	1
	Year to Date '79								2	2
	Year to Date '78								37	37
CHEVROLET	**Nov., '79**	30,858	41,515	32		151	2,746	52	364	75,718
	Nov., '78	38,104	62,131			127	2,498	179	356	103,395
	Year to Date '79	410,015	547,598	4,932		1,613	32,094	1,105	4,690	1,002,047
	Year to Date '78	388,033	732,521			1,661	30,876	1,449	3,668	1,158,208
(Memo Units) #	**Nov., '79**	14,675	11,701							26,376
	Nov., '78	15,729	17,813							33,542
	Year to Date '79	188,984	160,419							349,403
	Year to Date '78	158,012	190,811							348,823
DIAMOND REO	**Nov., '79**									
	Nov., '78									
	Year to Date '79									
	Year to Date '78									
DODGE	**Nov., '79**	6,259	12,658	315	49					19,281
	Nov., '78	5,264	22,211	5,972	1,324	3	7			34,781
	Year to Date '79	99,481	195,523	32,524	4,925					332,453
	Year to Date '78	66,894	297,520	45,170	13,386	83	206	16		423,275
(Memo Units) #	**Nov., '79**	3,568	6,965	159						10,692
	Nov., '78	2,323	11,010	4,490						17,823
	Year to Date '79	55,861	106,236	26,219						188,316
	Year to Date '78	35,628	162,163	25,572						223,363
FORD	**Nov., '79**	22,302	54,066	20			3,213	902	1,305	81,808
	Nov., '78	21,184	68,709	41		4	4,690	1,218	1,800	97,646
	Year to Date '79	271,439	678,346	365			49,132	13,680	20,626	1,033,558
	Year to Date '78	248,197	866,748	637		127	48,924	13,724	19,678	1,198,035
(Memo Units) #	**Nov., '79**	8,047	15,726							23,773
	Nov., '78	8,259	22,078							30,337
	Year to Date '79	102,049	204,557							306,606
	Year to Date '78	97,281	254,318							351,599
FREIGHTLINER	**Nov., '79**								930	930
	Nov., '78								996	996
	Year to Date '79								12,137	12,137
	Year to Date '78								10,608	10,608
FWD	**Nov., '79**									
	Nov., '78								16	16
	Year to Date '79									
	Year to Date '78							1	132	133
GMC	**Nov., '79**	5,263	12,850	8		106	1,943	276	1,417	21,863
	Nov., '78	5,538	16,510	87		55	1,927	346	874	25,337
	Year to Date '79	63,100	154,514	1,009		961	23,269	1,862	16,808	261,523
	Year to Date '78	62,037	197,276	1,465		761	22,410	3,579	13,081	300,609
(Memo Units) #	**Nov., '79**	1,205	3,389							4,594
	Nov., '78	1,156	4,729							5,885
	Year to Date '79	12,808	43,843							56.651
	Year to Date '78	13,581	51,505							65,086
INTERNATIONAL	**Nov., '79**		2,214				1,803	1,641	2,754	8,612
	Nov., '78		2,900				2,126	1,346	2,611	8,983
	Year to Date '79		21,434				25,466	25,306	36,095	108,301
	Year to Date '78		33,173				27,548	14,696	30,815	106,232
(Memo Units) #	**Nov., '79**									
	Nov., '78		2,900							2,900
	Year to Date '79									
	Year to Date '78		33,173							33,173
JEEP	**Nov., '79**	7,021	5,216							12,237
	Nov., '78	8,134	7,851							15,985
	Year to Date '79	76,071	56,353							132,424
	Year to Date '78	76,608	69,133							145,741
(Memo Units) #	**Nov., '79**	7,021	2,117							9,138
	Nov., '78	8,134	3,738							11,872
	Year to Date '79	76,071	24,508							100,579
	Year to Date '78	76,608	32,211							108,819
KENWORTH	**Nov., '79**								1,128	1,128
	Nov., '78								1,153	1,153
	Year to Date '79								13,560	13,560
	Year to Date '78								13,152	13,152
MACK	**Nov., '79**								1,890	1,890
	Nov., '78								2,041	2,041
	Year to Date '79								26,934	36,934
	Year to Date '78								25,313	25,313
PETERBILT	**Nov., '79**								682	682
	Nov., '78								797	797
	Year to Date '79								7,965	7.965
	Year to Date '78								8,621	8,621
PLYMOUTH	**Nov., '79**	976	379							1,355
	Nov., '78	193	262							455
	Year to Date '79	13,220	4,901							18,121
	Year to Date '78	241	6,147							6,388
WESTERN STAR	**Nov., '79**								71	71
	Nov., '78								62	62
	Year to Date '79								1,034	1,034
	Year to Date '78								682	682
WHITE	**Nov., '79**								726	726
	Nov., '78							34	697	731
	Year to Date '79								8,353	8,353
	Year to Date '78							379	8,855	9,234
MISCELLANEOUS*	**Nov., '79**	20,836	1	1		3	267	159	197	21,464
	Nov., '78	20,986		7		1	172	89	157	21,412
	Year to Date '79	236,181	13	43	5	29	2,402	1,478	2,161	242,312
	Year to Date '78	190,463	6	76		34	1,512	813	1,864	194,768
TOTALS	**Nov., '79**	93,515	128,899	376	49	260	9,972	3,230	11,638	247,939
	Nov., '78	99,403	180,574	6,107	1,324	190	11,420	3,212	11,728	313,958
	Year to Date '79	1,169,507	1,658,682	38,873	4,930	2,603	132,363	43,431	152,363	3,202,752
	Year to Date '78	1,032,473	2,202,524	47,348	13,386	2,666	131,476	34,657	138,179	3,602,709

★—No Oklahoma registrations 1979 and 1978; Hawaii, July-November, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ramcharger, Trail Duster, D-50, Arrow; Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, Crane Carrier, etc. —Compiled from R. L. Polk & Co. data.

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November total down 21 pct.

Truck registrations fall after October rally

Continued from Page 8

3 tallies, down almost 18 percent from the previous year's 47,348.

Medium trucks were off 5.2 percent over the 11 months, with Group 6 the only one of the three in this market segment to show a gain over 1978. The total was 139,896, compared with 147,528 the year earlier.

The Group 6 count was 132,363 units, an increase of almost one percent over the year-earlier 131,476. Group 4 was down 63.2 percent, from 13,386 to 4,930, and Group 5 was off 2.4 percent, from 2,666 units to 2,603.

For the 11-month period, registrations of heavies hit an alltime high of 195,794 units, an increase of 13.3 percent over the previous record of 172,836 established in 1978.

Tallies for both Groups 7 and 8 vehicles were up over the previous year. The Group 7 count was 43,431, a gain of 25.3 percent over the year-earlier 34,657, while the Group 8 total was up 10.3 percent, from 138,179 in 1978 to 152,363.

In November, light-truck registrations were down 22.1 percent from the 1978 totals, with all three market categories showing a decline.

There was a decline of 20.5 percent in medium-truck tallies and, again, all three groups in this market segment were down from the previous year.

Heavies were off only one-half of one percent for the month, from 14,940 to 14,868. Group 7 was the only one of the eight to show an increase over the 1978 count, rising from 3,212 to 3,230.

Ford padded its lead over Chevrolet in November by more than 6,000 units, and going into the final month of 1979, it had a margin of 31,541 units, 1,033,588 versus 1,002,047.

All of the Big Three truck makers suffered losses in penetration over the 11-month period because of the slump in light-truck sales. Dodge, which produces only light trucks, saw its share of total registrations fall 1.37 percentage points from 1978.

The biggest increase in share of total registrations was achieved by the miscellaneous group, and this was due mainly to the record sales of the Japanese compact pickup trucks. The group's share was up 2.16 percentage points, from 5.41 percent in 1978 on 194,901 tallies to 7.57 percent on 242,312 through November.

truck watch

Continued from Page 8

yet started production of 1980 models.

Sales of Ford vans were down 26.7 percent during the year, from an alltime high of 273,728 in 1978 to 200,639. Chevrolet's total was 191,444, a decline of 22.7 percent from the 247,580 sold the previous year, also a record. GMC van sales dipped to 41,587, off 19.2 percent from the record 51,485 retailed in 1978.

Four-wheel-drive vehicles suffered far less in 1979 than the vans, largely because of their broad commercial applications, and they could be in for an upturn in 1980 now that manufacturers have gone to lighter, more fuel-efficient transfer cases and cut back on full-time 4x4.

In 1979, dealers and factory outlets retailed approximately 745,950 four-wheel-drive units, a decline of 18.2 percent from the alltime high of about 912,020 the previous year.

Conventional pickups accounted for slightly more than half of the 4x4 sales last year with a total of 388,089 units. In 1978, the conventionals accounted for 55 percent with 502,379 sales.

However, the number of conventional pickups equipped with 4WD in 1979 was down 22.7 percent from the previous year's total, which also was an alltime high.

Sports/utility vehicles — Ford Bronco, Chevrolet Blazer, GMC Jimmy, Dodge Ramcharger, Plymouth Trail Duster, Jeep CJ-5 and CJ-7 and the International Scout II—were down 21 percent a year ago, from a record 328,318 units in 1978 to 259,453.

Among 4x4s in the sports/utility classification, Jeep's CJ series vehicles suffered the smallest percentage decline in sales in the last year. During the year, dealers retailed 74,878 of these units, down 5.6 percent from the year-earlier 79,296.

The CJ models also were No. 1 in sports/utility sales, followed by Ford with 69,724 Bronco sales and Chevrolet with 57,734 Blazer sales.

Sales of the 4x4 wagons — Jeep Wagoneer and Cherokee and the Chevrolet and GMC Suburbans—were down 20.6 percent from 1978, from 81,314 to 64,567. The Jeep models were No. 1 for both years, 50,134 last year and 64,730 in 1978.

Total wagon sales for the year were off 26.7 percent, from a record 128,652 in 1978 to 94,333 last year.

During the year, dealers retailed 1,718,366 conventional pickups, a decline of 20.6 percent below the 2,164,761 units sold in 1978, an alltime high for these vehicles.

Ford's F-Series pickups again were the No. 1 seller with 736,037 deliveries. But the total was down 17 percent from the record 886,039 units retailed in 1978.

Chevrolet reported that almost 34 percent of the compact LUV pickups sold in 1979 were equipped with four-wheel-drive, 33,843 units out of a total of 100,192 deliveries. It was the first year that the option had been offered on the LUV.

Sanderson sells deal

PETALUMA, Calif. — Sanderson Ford Mercury Sales, Inc., has been sold by Aubrey W. Sanderson to Henry C. Hansel. Sanderson, who has been active in automotive marketing for 58 years, is now past 65 and plans to retire.

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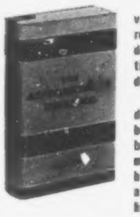

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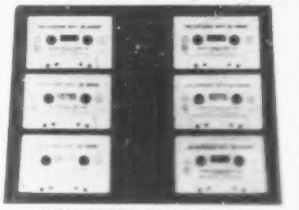

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New-car registrations total 724,989

Month's market lowest since '75

Continued from Page 6

only registrations in November were divided this way: GM, 62.05 percent, up 1.50 points; Ford Motor Co., 25.81 percent, off 0.63 of a point; Chrysler Corp., 9.44 percent, down 2.02 points; American Motors, 2.65 percent, up 1.14 points, and miscellaneous, 0.05 percent, up 0.01 of a point.

- By size segment, only subcompacts and imports improved their market shares compared with November a year earlier.

Subcompacts accounted for 10.22 percent of November new-car registrations, up 1.14 points. Imports accounted for 23.03 percent, up 6.08 percent.

Biggest loser compared with a year earlier was the standard segment, which dropped 4.64 points to 14.17 percent.

Also down were compacts, down 0.69 of a point to 20.50 percent; passenger vans, off 0.23 of a point to 0.85 percent; intermediates, down 1.49 points to 24.77 percent, and luxury cars, off 0.17 of a point to 6.46 percent.

Registrations by size class in November were: Subcompact, 74,104; compact, 148,614; passenger van, 6,142; intermediate, 179,584; standard, 102,755; luxury, 46,830, and import, 166,960.

Domestic-only registrations by size class were divided as follows: Subcompact, 13.28 percent; compact, 26.63 percent; passenger van, 1.10 percent; intermediate, 32.18 percent; standard, 18.42 percent, and luxury, 8.39 percent.

- In the top 20 nameplate rankings, standard Chevrolet and Chevrolet Citation moved into the top two spots, dropping Olds Cutlass Supreme into third.

Chrysler Corp. was banished from the list, as Plymouth Volare dropped from 17th place. Mercury Cougar was also dumped from the top 20, while Buick Skylark and Ford Granada moved into 19th and 20th places.

The top 20 nameplates in November new-car registrations were:

1—Standard Chevrolet	31,041
2—Chevrolet Citation	26,150
3—Olds Cutlass Supreme	25,453
4—Chevrolet Chevette	24,761
5—Chevrolet Malibu	24,229
6—Ford Fairmont	23,361
7—Ford Mustang	20,658
8—Standard Oldsmobile	20,292
9—Ford Thunderbird	19,348
10—Chevrolet Monte Carlo	18,383
11—Cadillac	16,603
12—Buick Regal	15,394
13—Standard Buick	14,822
14—Standard Ford	13,361
15—Chevrolet Camaro	12,655
16—Pontiac Grand Prix	12,037
17—Standard Pontiac	11,751
18—Ford Pinto	10,691
19—Ford Granada	10,151
20—Buick Skylark	9,993

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

NOVEMBER, '79 VS. NOVEMBER, '78

	1979		1978	
	NOV.	YEAR	NOV.	YEAR
AMX Spirit/AMX	4,712	48,545	2,308	19,554
Concord	4,608	61,656	5,092	78,049
Concord Station Wagon	1,385	15,434	1,551	19,928
Eagle 4 WD	1,321	2,462		
Eagle Station Wagon	2,248	4,143		
Pacer	122	2,515	380	6,843
Pacer Station Wagon	390	5,527	826	12,295
Matador		348	150	5,656
Matador Station Wagon		136	62	3,318
Total American Motors Corp.	14,786	140,766	10,369	145,643
Chrysler LeBaron	5,042	79,825	8,680	90,315
LeBaron Station Wagon	945	13,820	1,763	18,741
Cordoba	5,561	54,178	7,790	96,281
Newport	1,913	49,484	2,008	28,121
New Yorker	2,176	30,459	2,165	31,727
Station Wagon				178
Total	15,637	227,766	22,406	265,363
Plymouth Horizon	8,381	133,862	8,985	102,414
Voyager	616	9,323	735	12,019
Volare	6,433	118,594	9,988	130,309
Volare Station Wagon	1,887	37,839	4,345	62,982
Fury		3,047	1,671	50,636
Fury Station Wagon		138	54	8,227
Gran Fury/Brougham	156	226		1,286
Plymouth Station Wagon				191
Total	17,473	303,029	25,778	368,064
Dodge Omni	7,010	113,455	6,933	75,748
Aspen	4,327	80,903	7,158	96,637
Aspen Station Wagon	1,383	29,454	3,477	47,726
Sportsman	1,585	27,717	2,302	38,788
Monaco		2,898	1,423	30,434
Monaco Station Wagon		108	57	5,777
Diplomat	2,052	36,769	4,100	44,145
Diplomat Station Wagon	399	6,328	915	8,631
Magnum XE/Mirada	1,630	21,325	3,395	44,198
St. Regis	1,183	25,273	646	892
Royal Monaco/Brougham				2,430
Dodge Station Wagon				245
Total	19,569	344,230	30,406	395,651
Total Chrysler Corp.	52,679	875,025	78,590	1,029,078
Ford Pinto	8,115	122,402	8,241	111,330
Pinto Station Wagon	2,576	47,383	3,303	41,254
Fairmont	18,024	222,082	19,959	268,595
Fairmont Station Wagon	5,337	74,637	6,826	100,356
Granada	10,151	130,645	15,989	200,529
Club Wagon	2,137	35,271	3,283	39,672
LTD II	887	26,852	6,007	132,220
LTD II Station Wagon				820
LTD	10,457	182,035	18,718	220,238
LTD Crown Victoria	177	177		
Ford Station Wagon	2,727	43,542	4,852	64,346
Mustang	20,658	272,189	17,021	163,852
Thunderbird	19,348	190,424	18,665	275,228
Total	100,594	1,347,639	122,864	1,618,440
Lincoln Continental	4,220	55,515	8,437	82,718
Continental Mark	5,618	47,908	7,023	64,514
Versailles	1,001	12,648	1,453	12,357
Total	10,839	116,071	16,913	159,589
Mercury Bobcat	2,085	32,336	1,781	19,544
Bobcat Station Wagon	416	7,858	539	6,937
Zephyr	5,320	70,683	6,663	87,679
Zephyr Station Wagon	1,245	16,721	1,511	22,691
Monarch	3,455	50,196	5,947	70,774
Marquis	1,836	26,200	1,831	33,006
Marquis Brougham	1,519	21,760	1,969	30,337
Grand Marquis	1,723	26,539	3,052	44,476
Marquis Station Wagon	708	12,194	1,132	13,477
Cougar	8,732	113,277	12,549	173,346
Cougar Station Wagon				388
Capri	5,535	81,703	4,495	6,017
Total	32,574	459,467	41,469	508,672
Lincoln-Mercury Division	43,413	575,538	58,382	668,261
Total Ford Motor Co.	144,007	1,923,177	181,246	2,286,701
Buick Skyhawk	1,227	17,210	1,720	20,123
Skylark	9,993	91,793	6,579	91,213
Century	4,579	25,180	3,289	39,490
Regal	15,394	226,975	20,295	218,252
Century Station Wagon	1,507	23,739	2,350	30,194
LeSabre	1,724	25,904	2,004	28,005
LeSabre Limited	5,817	79,583	8,699	120,412
Electra 225	6,604	77,061	10,480	107,215
Buick Station Wagon	677	13,813	1,784	22,212
Riviera	3,639	45,150	2,812	18,769
Total	51,161	626,411	60,012	695,885
Cadillac deVille	13,299	152,109	17,272	182,332
Fleetwood & Chassis	3,304	31,766	3,474	31,874
Eldorado	4,707	55,836	3,560	38,043
Seville	4,487	38,789	4,747	46,915
Total	25,797	278,500	29,053	299,164
Chevrolet Chevette	24,761	334,911	18,727	221,323
Camaro	12,625	190,968	19,566	227,115
Monza	8,258	116,269	11,094	114,500
Monza Station Wagon	278	13,609	2,665	25,043
Nova/Citation	26,150	259,576	16,749	226,106
Sportvan	1,804	28,277	2,633	38,787
Malibu	17,687	224,806	22,203	245,084
Malibu Station Wagon	6,542	86,554	7,317	87,158
Monte Carlo	18,383	246,766	27,133	320,729
Impala	9,620	145,261	16,982	199,230
Caprice	14,937	173,145	22,730	232,040
Chevrolet Station Wagon	6,484	82,927	10,279	118,836
Corvette	3,274	36,748	3,474	36,332
Total	150,803	1,939,817	181,493	2,092,343
Oldsmobile Starfire	1,093	17,075	1,588	16,235
Omega	4,218	41,023	3,055	39,546
Cutlass Salon	8,595	49,642	4,569	60,965
Cutlass Supreme/Calais	25,453	378,369	30,952	354,914
Cutlass Station Wagon	3,032	42,643	3,262	40,794
Delta 88	1,822	29,674	2,707	38,022
Delta 88 Royale	9,934	150,048	13,585	170,964
98	7,069	82,259	11,431	105,247
Oldsmobile Station Wagon	1,467	24,906	2,773	30,708
Toronado	3,281	41,535	2,455	20,900
Total	65,964	857,174	76,377	878,295
Pontiac Sunbird	5,163	78,369	6,519	74,319
Sunbird Station Wagon	29	2,517	584	6,878
Phoenix	6,231	66,802	3,963	53,187
LeMans	5,422	71,388	7,768	83,940
LeMans Station Wagon	2,751	35,068	2,096	23,393
Catalina	1,599	23,156	2,926	43,810
Bonneville	5,504	77,971	6,564	69,000
Bonneville Brougham	3,253	35,524	3,672	44,945
Pontiac Station Wagon	1,395	20,910	2,002	24,341
Grand Prix	12,037	164,069	18,247	196,158
Firebird	9,174	140,114	13,834	158,891
Total	52,558	715,888	68,175	778,862
Total General Motors	346,283	4,417,790	415,110	4,744,649
(Checker)	246	3,896	232	3,455
Miscellaneous Domestic Total	274	4,240	265	3,876
Domestic Station Wagon Total	51,950	762,535	75,219	977,331
Domestic Grand Total	558,029	7,360,998	685,580	8,209,847
Import Total	166,960	2,142,594	139,945	1,787,721
Grand Total All Registrations	724,989	9,503,592	825,525	9,997,568

Registrations not available for Oklahoma.

But independents still play a big role

Makers hike share of radio market

By Joseph Bohn
Marketing Editor

Detroit auto makers' penetration of the radio and tape-player market improved during the '79 model year, although a very large percentage of radios in new cars are still supplied by independent manufacturers.

There were increases in the number of AM/FM stereo radios, CB radios and tape players installed in '79 models by the auto companies. Continuing a trend, however, AM radio installations and AM/FM radios were down.

Overall, the industry installed either an AM, AM/FM or AM/FM stereo radio in 68.80 percent of domestic '79 models. This was up from 67.88 percent in '78.

Tape players accounted for a 16.85 percent penetration, compared with 13.77 percent in '78. The industry offers tape players only in combination with radios.

Tape players were available in combination with AM radios, last year, and not only with AM/FM stereo.

CB radio installations climbed to 3.09 percent of industry production, up from 2.31 percent in '78.

- Overall, auto makers installed 2,859,457 AM radios in '79 models, equal to 30.60 percent of production. This was down from 3,035,297, or 33.19 percent in '78.

General Motors installed 1,575,253 AM radio units, equal to 30.56 percent of production. This was down from 1,634,302, or 31.24 percent in '78.

Ford Motor installed 730,692 AM radios, equal to 26.54 percent of output. This was down from 758,149, or 30.57 percent, in '78.

Chrysler Corp. installed 451,425 AM radios, equal to 39.74 percent of production. This was down from 580,991, or 44.89 percent, in '78.

American Motors installed 66,373 AM radios, equal to 39.17 percent of production. This was down from 44.87 percent, or 61,855 in '78.

Volkswagen installed AM radios in 35,714 or 26.90 percent of domestically built Rabbits.

Industrywide, 1,192,666 AM/FM radios were installed in '79 models, equal to 12.76 percent of production. This was down from 12.92 percent, or 1,181,648 units in '78.

GM installed AM/FM radios in 640,515 cars, equal to 12.43 percent of its domestic production. This was down from 709,839, or 13.57 percent in '78.

Ford Motor installed 195,984 AM/FM radios in '79 models, equal to 7.12 percent of production. This was down from 237,806, or 9.57 percent, in '78.

Chrysler installed 294,657 AM/FM units, equal to 25.94 percent of production. This was up from 234,003, or 18.08 percent, in '78.

American Motors didn't offer AM/FM radios in its '79 models, or in '78s.

Volkswagen installed 61,510 AM/FM radios in its domestic Rabbits, equal to 46.30 percent of production.

- AM/FM stereo radios continued to gain popularity.

Industrywide, they ended up in 2,377,241 cars, equal to 25.44 percent of production. This was up from 1,991,002, or 21.77 percent in '78.

GM installed AM/FM stereo units in 1,405,365 cars, equal to 27.27 percent of production. This was up from 1,219,217, or 23.30 percent in '78.

Ford Motor installed AM/FM stereo radios in 635,473, or 23.08 percent of its cars. This was up from 573,157, or 23.11 percent, in '78.

Chrysler Corp. installed the AM/FM stereo radios in 269,784 cars, equal to 23.75 percent of production. This was up from 167,747, or 12.96 percent, in '78.

American Motors installed the AM/FM stereos in 38,393 cars, equal to 22.66 percent of production. This was up from 30,881, or 22.40 percent in '78.

Volkswagen installed the radios in 28,226 Rabbits, equal to 21.20 percent of production.

Industrywide, tape players went into 1,574,672 cars, equal to 16.85 percent of production. This was up from 1,258,974, or 13.77 percent in '78.

GM installed tape players in 926,230 cars, equal to 17.97 percent of production. This was up from 696,144, or 13.31 percent, in '78.

Ford Motor installed the tape players in 559,617 cars, equal to 20.33 percent of production. This was up from 447,984, or 18.06 percent in '78.

Chrysler installed the tape units in 86,011 cars, equal to 7.57 percent of production. This was down 113,180, or 8.74 percent of production, in '78.

American Motors installed tape players in 552 of the now-discontinued Pacers, which accounted for 0.33 percent of production. In '78, it installed 1,666 tape players, in 1.21 percent of its cars.

Volkswagen installed 2,262 tape players in 1.70 percent of its Rabbits.

- CB radios continued to gain popularity.

Industrywide, 288,684 CB units were sold, equal to 3.09 percent of production. This was up from 211,329, or 2.31 percent, in '78.

GM accounted for the bulk of them. It installed 211,414 CBs in its '79 models equal to 4.10 percent of production. This was up from 139,544, or 2.66 percent in '78.

Ford Motor installed 69,657 CBs in 2.53 percent of its domestic models. This was up from 44,546, or 1.79 percent of cars, in '78.

Chrysler installed only 7,215 CBs, equal to 0.64 percent of production. This was down from 22,339, or 1.73 percent, in '78.

AMC installed a scant 398 CBs, all of them in the now-discontinued Pacer. In '78, it had installed 4,900 of the units.

Volkswagen didn't offer the CB option last year.

SOUND EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player w/Radio	Percent of Output	Tape Player w/o Radio	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	66,373	39.17	N.A.	——	38,393	22.66	552	0.33	N.A.	——	398	0.24
Concord	39,187	38.10	N.A.	——	23,553	22.90	N.A.	——	N.A.	——	N.A.	——
Pacer	2,890	28.30	N.A.	——	3,453	33.80	552	5.40	N.A.	——	398	3.90
Spirit	24,296	43.10	N.A.	——	11,387	20.20	N.A.	——	N.A.	——	N.A.	——
CHRYSLER CORP.	451,425	39.74	294,657	25.94	269,784	23.75	86,011	7.57	N.A.	——	7,215	0.64
Chrysler-Plymouth Total	264,589	37.94	172,770	24.78	187,812	26.93	63,689	9.16	N.A.	——	4,949	0.64
Horizon	73,894	45.40	69,988	43.00	18,881	11.60	N.A.	——	N.A.	——	N.A.	——
Voyager	2,236	29.20	1,570	20.50	1,730	22.60	528	6.90	N.A.	——	207	2.70
Volare	135,038	64.40	30,195	14.40	9,645	4.60	2,935	1.40	N.A.	——	210	0.10
Cordoba	9,945	11.30	16,282	18.50	52,633	59.80	22,708	25.80	N.A.	——	1,584	1.80
Chrysler	12,893	12.80	17,727	17.60	60,334	59.90	25,382	25.20	N.A.	——	2,820	2.80
LeBaron	30,583	23.80	37,008	28.80	44,589	34.70	12,336	9.60	N.A.	——	128	0.10
Dodge Total	186,836	21.23	121,887	13.85	81,972	9.31	22,122	2.51	N.A.	——	2,266	0.26
Omni	62,391	44.10	59,420	42.00	19,524	13.80	N.A.	——	N.A.	——	N.A.	——
St. Regis	6,889	19.70	8,218	23.50	13,639	39.00	2,903	8.30	N.A.	——	664	1.90
Diplomat	15,005	23.90	23,794	37.90	16,511	26.30	4,395	7.00	N.A.	——	63	0.10
Sportsman	7,635	30.00	3,868	15.20	5,777	22.70	1,502	5.90	N.A.	——	636	2.50
Aspen	91,607	63.80	20,820	14.50	9,189	6.40	2,728	1.90	N.A.	——	144	0.10
Magnum	3,309	10.90	5,767	19.00	17,332	57.10	10,594	34.90	N.A.	——	759	2.50
FORD MOTOR	730,692	26.54	195,984	7.12	635,473	23.08	559,617	20.33	N.A.	——	69,657	2.53
Ford Division	595,470	31.53	140,229	7.42	418,554	22.16	252,793	13.30	N.A.	——	13,213	0.70
Pinto	120,406	60.50	13,732	6.90	7,762	3.90	4,179	2.10	N.A.	——	N.A.	——
Mustang/Mustang II	79,536	21.50	29,965	8.10	65,109	17.60	62,889	17.00	N.A.	——	N.A.	——
Fairmont	149,844	37.90	37,164	9.40	59,700	15.10	20,559	5.20	N.A.	——	N.A.	——
Club Wagon	14,806	28.00	3,384	6.40	13,642	25.80	9,729	18.40	N.A.	——	2,221	4.20
Granada	65,655	36.00	17,508	9.60	34,651	19.00	9,484	5.20	N.A.	——	547	0.30
LTD II	18,794	38.70	3,011	6.20	10,149	20.90	5,099	10.50	N.A.	——	339	0.70
Thunderbird	46,599	16.40	11,934	4.20	111,667	39.30	96,608	34.00	N.A.	——	5,115	1.80
Ford	99,830	28.00	23,531	6.60	115,874	32.50	44,246	12.41	N.A.	——	4,991	1.40
Lincoln Mercury Division	135,222	15.65	55,755	6.45	216,919	25.10	306,824	35.51	N.A.	——	56,444	6.53
Bobcat	31,969	63.60	5,831	11.60	2,966	5.90	1,558	3.10	N.A.	——	N.A.	——
Capri	17,403	15.80	9,693	8.80	22,029	20.00	24,232	22.00	N.A.	——	N.A.	——
Zephyr	38,240	30.50	15,923	12.70	20,687	16.50	13,039	10.40	N.A.	——	N.A.	——
Monarch	22,233	29.30	9,333	12.30	15,100	19.90	7,968	10.50	N.A.	——	380	0.50
Cougar/XR7	11,297	6.60	7,232	4.20	54,987	31.90	55,161	32.00	N.A.	——	3,547	2.11
Mercury	14,080	10.00	N.A.	——	55,053	39.10	48,153	34.20	N.A.	——	7,462	5.30
Lincoln	N.A.	——	4,630	5.00	16,205	17.50	71,765	77.50	N.A.	——	24,632	26.60
Versailles	N.A.	——	N.A.	——	21,007	100.00	21,007	100.00	N.A.	——	3,109	14.80
Mark V	N.A.	——	3,113	4.10	8,885	11.70	63,941	84.20	N.A.	——	17,314	22.80
GENERAL MOTORS	1,575,253	30.56	640,515	12.43	1,405,365	27.27	926,230	17.97	N.A.	——	24,414	4.19
Buick Division	125,914	17.31	82,809	11.39	223,498	30.73	163,928	22.54	N.A.	——	19,607	2.69
Skyhawk	12,455	53.80	5,593	24.20	3,228	14.00	1,863	8.00	N.A.	——	N.A.	——
'79 Skylark	13,652	47.00	6,231	21.50	1,323	4.60	1,222	4.20	N.A.	——	N.A.	——
Century	24,038	43.10	11,775	21.10	8,776	15.70	3,124	5.60	N.A.	——	N.A.	——
Regal	45,592	16.70	31,962	11.70	97,293	35.60	35,645	13.00	N.A.	——	1,275	0.50
Buick	30,177	10.30	27,248	9.30	112,878	38.40	87,809	29.90	N.A.	——	12,077	4.10
Riviera	N.A.	——	N.A.	——	17,916	34.30	34,265	65.70	N.A.	——	6,255	12.00
Cadillac Division	N.A.	——	N.A.	——	381,113	100.00	226,108	59.33	N.A.	——	141,615	37.16
Seville	N.A.	——	N.A.	——	53,487	100.00	42,884	80.17	N.A.	——	10,900	20.37
Cadillac	N.A.	——	N.A.	——	260,190	100.00	129,423	49.74	N.A.	——	110,402	42.43
Eldorado	N.A.	——	N.A.	——	67,436	100.00	53,801	79.77	N.A.	——	20,313	30.12
Chevrolet Division	1,064,328	46.91	354,798	15.64	266,786	11.76	193,599	8.53	N.A.	——	16,669	0.73
Chevette	268,270	78.70	54,199	15.90	7,158	2.10	N.A.	——	N.A.	——	N.A.	——
Monza	123,293	75.20	23,609	14.40	8,689	5.30	6,886	4.20	N.A.	——	N.A.	——
Camaro	61,885	21.90	31,084	11.00	38,431	13.60	56,799	20.10	N.A.	——	1,413	0.50
'80 Citation	124,607	66.60	34,721	18.50	23,988	12.80	219	0.10	N.A.	——	903	0.50
Sportvan	7,775	28.60	4,703	17.30	4,459	16.40	2,311	8.50	N.A.	——	435	1.60
Malibu/Chevelle	196,828	52.10	57,046	15.10	25,689	6.80	12,089	3.20	N.A.	——	755	0.20
Monte Carlo	88,035	31.20	43,735	15.50	47,121	16.70	29,345	10.40	N.A.	——	1,128	0.40
Chevrolet	193,635	35.00	102,903	18.60	101,243	18.30	49,792	9.00	N.A.	——	7,192	1.30
Corvette	N.A.	——	2,798	5.20	10,008	18.60	36,158	67.20	N.A.	——	4,843	9.00
Oldsmobile Division	176,748	17.47	100,880	9.97	347,115	34.30	203,187	20.08	N.A.	——	25,908	2.56
Starfire	10,885	53.60	4,305	21.20	3,322	16.40	1,789	8.80	N.A.	——	N.A.	——
'79 Omega	7,346	49.60	3,081	20.80	1,392	9.40	489	3.30	N.A.	——	N.A.	——
Cutlass	119,770	23.60	63,945	12.60	137,025	27.00	72,065	14.20	N.A.	——	3,553	0.70
Oldsmobile	38,749	9.20	29,549	7.05	192,426	45.90	96,568	23.03	N.A.	——	17,525	4.20
Toronado	N.A.	——	N.A.	——	12,950	25.90	32,276	64.40	N.A.	——	4,830	9.70
Pontiac Division	208,263	27.22	102,028	13.33	186,853	24.42	139,408	18.21	N.A.	——	7,615	0.99
Sunbird	67,659	69.23	18,076	18.49	8,178	8.36	3,857	3.94	N.A.	——	N.A.	——
'79 Phoenix	11,374	45.68	5,767	23.16	3,523	14.15	N.A.	——	N.A.	——	N.A.	——
Firebird	29,576	13.99	13,775	6.51	41,666	19.70	73,703	34.86	N.A.	——	2,090	0.99
LeMans	45,893	40.72	22,811	20.24	20,647	18.32	6,176	5.48	N.A.	——	507	0.45
Grand Prix	26,219	18.84	16,978	12.20	44,227	31.78	24,117	17.33	N.A.	——	1,183	0.85
Pontiac	27,542	15.37	24,621	13.74	68,612	38.29	31,555	17.61	N.A.	——	3,835	2.14
VOLKSWAGEN	35,714	26.90	61,510	46.30	28,226	21.20	2,262	1.70	N.A.	——	N.A.	——
Total Cars,U.S.	2,859,457	30.60	1,192,666	12.76	2,377,241	25.44	1,574,672	16.85	N.A.	——	288,684	3.09

NOTE: Installation members are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp. 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravalles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268.827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Phontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Wood Toyota moves

INDIANAPOLIS.—Tom Wood Toyota has moved into a new building here.

Steel-belted units on 75 pct. of '79 U. S. cars

Radials dominate OE tire usage

By Joseph Bohn
Marketing Editor

Radial tires, whether of steel or fiberglass construction, continued to gain popularity on '79 domestically built cars.

Steel radials showed a slight increase, accounting for about three-fourths of the cars built last year. But glass-belted radials had the greatest surge in popularity—at the expense of old-style bias belted tires which are clearly on the way out.

Whitewall and fancy lettered tires also continued to be very popular with car buyers.

Industrywide, auto makers installed steel-belted radials on 75.22 percent of their cars, up from 73.98 percent in '78. Actual number of '79 models was 7,029,705 against 6,765,427 in '78.

General Motors installed steel radials on 4,292,555 cars, equal to 83.28 percent of its production. This was up from 82.35 percent, or 4,308,454 cars, during '78.

Ford Motor installed the steel radials on 2,469,737 cars, or 89.71 percent, of its production. This was up from 88.64 jercent, or 2,198,510 units in '78.

Chrysler Corp. was largely responsible for holding steel radials down, because of the company's sharper move into glass-belted radials.

Chrysler installed steel radials on only 9.95 percent of its cars, equal to 113,028 units. This was down from 16.30 percent, or 211,001 units in '78.

American Motors likewise equipped fewer cars with steel radials.

A total of 26,671 AMC cars, or 15.74 percent of its production, carried this type of tire. That was down from 47,462, or 34.43 percent, in '78.

Volkswagen equipped 96.1 percent of its domestically produced Rabbits—a total of 127,-

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TIRE OPTIONS ON '79 MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	26,671	15.74	51,729	30.53	91,039	53.73	128,661	75.93
Concord	17,485	17.00	28,490	27.70	56,878	55.30	77,140	75.00
Pacer	2,309	22.60	7,906	77.40	NA	....	9,806	96.00
Spirit	6,877	12.20	15,333	27.20	34,161	60.60	41,715	74.00
CHRYSLER CORP.	113,028	9.95	931,971	82.04	90,966	8.01	1,039,758	91.53
C-P Total	73,779	10.58	573,312	82.21	50,255	7.21	647,482	92.85
Horizon	24,089	14.80	138,674	85.20	NA	....	162,763	100.00
Voyager	490	6.40	5,559	72.60	1,608	21.00	NA	....
Volare	8,178	3.90	152,861	72.90	48,647	23.20	180,330	86.00
Cordoba	10,386	11.80	77,629	88.20	NA	....	87,751	99.70
Chrysler	16,116	16.00	84,610	84.00	NA	....	90,452	89.80
LeBaron	14,520	11.30	113,979	88.70	NA	....	126,186	98.20
Dodge Total	39,249	8.95	358,659	81.77	40,711	9.28	392,276	89.43
Omni	20,656	14.60	120,821	85.40	NA	....	141,477	100.00
St. Regis	4,372	12.50	30,601	87.50	NA	....	32,419	92.70
Diplomat	5,085	8.10	57,696	91.90	NA	....	61,023	97.20
Sportsman	1,603	6.30	12,140	47.70	11,707	46.00	NA	....
Aspen	4,164	2.90	110,416	76.90	29,004	20.20	127,215	88.60
Magnum	3,369	11.10	26,985	88.90	NA	....	30,142	99.30
FORD MOTOR	2,469,737	89.71	NA	....	283,241	10.29	2,357,333	85.63
Ford Division	1,634,380	86.53	NA	....	254,434	13.47	1,564,373	82.82
Pinto	117,023	58.80	NA	....	81,995	41.20	129,360	65.00
Must./Must. II	254,146	68.70	NA	....	115,790	31.30	280,781	75.90
Fairmont	375,203	94.90	NA	....	20,164	5.10	326,968	82.70
Club Wagon	16,392	31.00	NA	....	36,485	69.00	25,645	48.50
Granada	182,376	100.00	NA	....	NA	....	160,126	87.80
LTD II	48,564	100.00	NA	....	NA	....	34,383	70.80
T-Bird	284,141	100.00	NA	....	NA	....	278,742	98.10
Ford	356,535	100.00	NA	....	NA	....	328,368	92.10
L-M Division	835,357	96.67	NA	....	28,807	3.33	792,960	91.76
Bobcat	50,266	100.00	NA	....	NA	....	40,062	79.70
Capri	89,988	81.70	NA	....	20,156	18.30	71,263	64.70
Zephyr	116,726	93.10	NA	....	8,651	6.90	114,595	91.40
Monarch	75,879	100.00	NA	....	NA	....	70,567	93.00
Cougar/XR-7	172,152	100.00	NA	....	NA	....	169,225	98.30
Mercury	140,800	100.00	NA	....	NA	....	137,702	97.80
Lincoln	92,600	100.00	NA	....	NA	....	92,600	100.00
Versailles	21,007	100.00	NA	....	NA	....	21,007	100.00
Mark V	75,939	100.00	NA	....	NA	....	75,939	100.00
GEN. MOTORS	4,292,555	83.28	598,293	11.61	263,464	5.11	4,900,697	95.08
Buick Division	687,215	94.49	15,994	2.20	24,066	3.31	708,298	97.39
Skyhawk	19,251	83.28	NA	....	3,888	16.80	20,085	86.80
Skylark	8,848	30.50	NA	....	20,178	69.50	28,115	96.90
Century	43,295	77.50	12,542	22.50	NA	....	51,093	91.50
Regal	273,365	100.00	NA	....	NA	....	269,297	98.50
Buick	290,275	98.80	3,452	1.20	NA	....	287,527	97.90
Riviera	52,181	100.00	NA	....	NA	....	52,181	100.00
Cadillac Division	381,113	100.00	NA	....	NA	....	381,113	100.00
Seville	53,487	100.00	NA	....	NA	....	53,487	100.00
Cadillac	260,190	100.00	NA	....	NA	....	260,190	100.00
Eldorado	67,436	100.00	NA	....	NA	....	67,436	100.00
Chevrolet Division	1,615,409	71.20	516,490	22.76	130,928	6.04	2,116,497	93.29
Chevette	30,679	9.00	310,198	91.00	NA	....	314,970	92.40
Monza	47,710	29.10	NA	....	116,243	70.90	157,723	96.20
Camaro	275,517	97.50	NA	....	7,065	2.50	272,692	96.50
'80 Citation	100,128	53.50	87,101	46.50	NA	....	159,340	89.10
Sportvan	11,935	43.90	1,631	6.00	13,620	50.10	16,529	60.80
Malibu/Chevelle	265,207	70.20	112,581	29.80	NA	....	341,898	90.50
Monte Carlo	282,163	100.00	NA	....	NA	....	277,648	98.40
Chevrolet	548,263	99.10	4,979	0.90	NA	....	524,473	94.80
Corvette	53,807	100.00	NA	....	NA	....	51,224	95.20
Oldsmobile Division	970,502	95.91	15,225	1.50	26,178	2.59	953,365	94.21
Starfire	5,593	27.60	NA	....	14,706	72.40	14,706	72.40
Omega 79-80	4,027	27.20	NA	....	10,784	72.80	14,456	97.60
Cutlass	492,276	97.00	15,225	3.00	NA	....	484,171	95.60
Oldsmobile	418,550	99.80	NA	....	688	0.20	388,976	92.80
Toronado	50,056	100.00	NA	....	NA	....	50,056	100.00
Pontiac Division	638,316	83.42	50,574	6.61	76,292	9.97	741,424	96.90
Sunbird	33,818	34.58	NA	....	63,952	65.41	95,930	98.12
'79 Phoenix	12,560	50.44	NA	....	12,340	49.56	24,150	96.99
Firebird	204,281	96.61	7,173	3.39	NA	....	202,721	95.87
LeMans	70,270	62.35	42,433	37.65	NA	....	106,763	94.73
Grand Prix	139,165	100.00	NA	....	NA	....	136,827	98.32
Pontiac	178,222	99.46	968	0.54	NA	....	175,033	97.68
VOLKSWAGEN	127,714	96.10	NA	....	5,108	3.80	NA	....
Total Cars, U.S.	7,029,705	75.22	1,581,983	16.93	733,818	7.85	8,426,449	90.17

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U.S., but sold only in Canada.

**The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Steel-belted units on 75 pct. of '79 U. S. cars

Radials dominate OE tire usage

Continued from Page 30

714 cars—with steel radial tires.

Fiberlass-belted tires showed a very sharp increase.

Industrywide, auto firms equipped 16.93 percent of their cars, some 1,581,983 units, with glass-belted radials.

At GM, these tires accounted for 598,283 units, equal to 11.61 percent of the firm's output. That was up sharply from 177,132, or 3.39 percent, in '78.

Ford Motor didn't offer fiberglass radials last year.

At Chrysler Corp., however, glass-belted radials went on 82.04 percent of company production, equal to 931,971 units. That was up sharply from 49.13 percent, or 635,895 units, in '78.

AMC installed glass belted radials on 51,729 cars, or 30.53 percent, of production. That was up from 19,667, or 14.27 percent, in '78.

Like Ford, Volkswagen didn't offer glass-belted radials.

The bias-belted fiberglass tire seems clearly headed for extinction in view of the fuel-improving qualities that radials offer.

Industrywide, bias-belted tires accounted for only 7.85 percent of production, or 733,818 units. This was down from 16.03 percent, or 1,465,733 units, in '78.

GM installed bias-belted tires on 263,464 cars, equal to 5.11 percent of production. This was down from 746,368, or 14.26 percent, in '78.

Ford Motor installed the tires on 283,241 cars, equal to 10.29 percent of production. This was down from 11.36 percent, or 281,783 units, in '78.

Chrysler Corp. installed the tires on 90,966 cars, equal to 8.01 percent of production. This was down sharply from 437,536, or 33.81 percent, in '78.

American Motors installed the tires on 91,039 cars, equal to 53.73 percent, of production. This was up from 56 units, or 0.04 percent, in '78. Reason for the increase was that AMC dropped the bias-ply polyester tire which it had offered in '78.

Volkswagen installed 5,108 sets of bias-belted tires on 3.80 percent of its Rabbits.

- White sidewall and lettered tires ended up on 90.17 percent of '79 domestic cars, equal to 8,426,449 units. That was almost equal to the 90.94 percent rate, or 8,315,505 units of '78.

GM installed the decorative tires on 4,900,697 cars, equal to 95.08 percent of production. That was up from 4,791,577 cars, or 91.58 percent, in '78.

Ford Motor installed the tires on 2,357,333, or 85.63 percent, of its cars. That was down from 90.58 percent, or 2,246,726 units, in '78.

Chrysler installed the tires on 1,039,758 cars, or 91.53 percent, of production. That was up from 90.40 percent, or 1,170,027, or 90.40 percent, in '78.

AMC installed the tires on 128,661 units, equal to 75.93 percent of production. That compared with the 77.74 percent, or 107,175 units, of '78.

Volkswagen didn't put anything but blackwalls on its domestic Rabbits.

[redacted]

factories list auction dates

American Motors

Jan. 30—Dallas Auto Auction, Grand Prairie, Tex.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

AMC sales are open to all dealers.

Chrysler Corp.

Jan. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham, Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 31—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales

Auction averages

January to date	$3,139
Month ago	$3,300
Year ago	$3,412

Model breakdown

Auction averages

	January to Date	Dec.	Nov.
1980	$5,942		
1979	5,588	$5,608	$5,566
1978	3,616	3,741	4,028
1977	2,758	3,043	3,179
1976	2,241	2,297	2,433
1975	1,766	1,828	1,870
1974	1,412	1,409	1,450
1973	1,128	1,120	1,106
Overall Average	$3,139	$3,262	$3,293

Ford Motor Co.

Jan. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Jan. 30 — South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; California Dealers Exchange, 1320 N. Tustin Ave., Anaheim, Calif.

Jan. 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Basil buys Olds deal

TONAWANDA, N.Y. — Manarina Oldsmobile, Inc., City of Tonawanda, has been sold by its president, Joseph A. Manarina, to Joseph F. Basil Jr. The dealership will be renamed Basil Oldsmobile, Inc.

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix. 602-894-2211.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday. 303-761-1410, 303-761-1459.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse., Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

MISSOURI

Joplin Auto Auction, Inc. Sale Friday at 7 P.M. 2700 E. 32nd St., Joplin, Missouri. 417-624-4216, Earl Howard. 20 years same location.

SOUTH CAROLINA

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Automotive News Want Ads Bring Results

Mid-month new-car sales plunge 33 pct. to 150,326

By Jenny L. King
Staff Writer

Mid - January domestic new-car sales plunged 33.05 percent as the ghost of the 1979 sales slump reappeared in the new year. Sales totaled 150,326, down from 224,530 last Jan. 11-20, and not too far from the period low for the past decade, 131,132 in 1975.

On a daily-rate basis the picture wasn't quite so calamitous. There were eight selling days this year compared with nine a year ago, and the daily rate of 18,791 was down 24.68 percent from 24,948.

Year - to - date sales totaled 310,326, which is 21.35 percent behind last year's stronger-paced 394,565. In 1978 sales for the first two periods in January stood at 326,981.

Each of the Big Three U. S. auto makers reported sales declines. General Motors sales dipped 32.05 percent, to 93,017 from 136,898. Ford Motor Co. tumbled 39.69 percent, to 35,157 from 58,291, and Chrysler Corp. sales were off 35.38 percent, to 14,470 from 22,394.

Volkswagen of America sales climbed 6.44 percent, to 3,882 from 3,647. Estimated American Motors sales were 3,800 units, up 15.15 percent from 3,300.

- In spite of a 32-percent sales drop, GM held on to its 60 percent of the domestic market. GM earned 61.87 percent, up from 60.97. Ford slipped to 23.39 percent from 25.96 percent. Chrysler sales accounted for 9.63 percent, down from 9.97 percent.

VWoA increased its share of the market to 2.58 percent from 1.63 percent, and AMC earned an estimated 2.53 percent, up from 1.47 percent.

All makes other than AMC and Volkswagen reported sales declines, ranging from 3.71 percent at Buick to 58.31 percent at Lincoln.

Lincoln - Mercury Division sales were off 50.17 percent, to 10,004 from a record 20,075. Chrysler sales dropped 51.72 percent and Chevrolet sales plunged 41.38 percent. Buick was the only make to come close to its 1979 mark (19,622 compared with 20,378). All others were down from 23 percent to 58 percent.

Top - selling nameplate was Chevrolet Chevette at 7,611, followed by Chevrolet Citation, 7,096; Ford Fairmont, 6,405; standard Chevrolet, 6,376, and Oldsmobile Cutlass Supreme, 5,795. A year ago, the top five were standard Chevrolet, Chevrolet Malibu, Oldsmobile Cutlass Supreme, Chevrolet Monte Carlo and standard Ford.

DOMESTIC SALES

	Jan. 11-20, 1980	Jan. 11-20, 1979
AMERICAN MOTORS	3,800†	3,300†
Chrysler	3,075	6,369
Plymouth	5,476	7,105
Dodge	5,919	8,920
CHRYSLER CORP.	14,470	22,394
Ford	25,153	38,216
Mercury	7,830	14,860
Lincoln	2,174	5,215
FORD MOTOR	35,157	58,291
Buick	19,622	20,378
Cadillac	6,218	9,047
Chevrolet	35,165	59,988
Oldsmobile	18,417	25,935
Pontiac	13,595	21,550
GENERAL MOTORS	93,017	136,898
VOLKSWAGEN	3,882	3,647
INDUSTRY TOTAL	150,326	224,530

†—Estimated

U. S. car production rises for week

Output boosted by Chrysler, Ford

By Michele Raquepau
Staff Writer

Scheduled production of cars last week rose over the previous week because of increased production by Ford Motor Co. and Chrysler Corp., but both companies still are far behind General Motors.

The 118,077 units built last week was an increase of 24.87 percent over the 94,559 built the previous week, but a drop of 34.13 percent from the comparable 1979 week.

Chrysler produced 13,240 cars last week to bring its share of the week's production to 11.22 percent. Ford built 19,794 units last week for a 16.76 percent share of the total.

The weekly breakdown for the other auto makers was: GM, 68.72 percent; American Motors, 3.22 percent, and Checker, 0.8 percent. Volkswagen of America built no cars because of a stamping plant strike.

The 413,228 combined total of cars built so far this year is 39.08 percent below the 678,277 built by Jan. 27, 1979.

GM's Tarrytown, Willow Run and St. Louis Corvette points worked six days last week. The Buick plant in Flint ran four days. Pontiac and the adjoining Fisher Body plant was down last week as was Fremont. Fremont has been closed to change the paint system and is scheduled to reopen today (Jan. 28).

In Lansing, the Oldsmobile B and C lines were down last week but the Cutlass line was functioning.

Ford will suspend passenger-car operations at San Jose, Atlanta, Chicago and Louisville for two weeks beginning today (Jan. 28), because of a supplier strike and to balance dealer inventories. In addition, passenger-car operations remain down at St. Louis, Metuchen and Wixom.

All Chrysler and AMC plants will be working this week with no overtime scheduled.

The VWoA Westmoreland point is still shut down because of a strike at its South Charleston stamping plant but a vote on a tentative contract agreement was scheduled for last Thursday.

U. S. CAR PRODUCTION

	Week Ended Jan. 26, 1980	Same Week 1979	Week Ended Jan. 19, 1980	Jan. to Date	Jan. 1 to Jan. 27, 1979	Jan. 1 to Jan. 26, 1980
AMERICAN MOTORS	3,800*	......	3,800*	11,400*	5,116	11,400*
Gremlin	......	......	......	......	......	......
Eagle	......	......	......	......	......	......
Concord	......	......	......	......	......	......
'78 AMX	......	......	......	......	......	......
Pacer	......	......	......	......	......	......
Matador	......	......	......	......	......	......
Spirit	......	......	......	......	......	......
CHRYSLER CORP.	13,240	14,107	6,120	32,779	64,264	32,779
Plymouth Total	5,450	5,788	3,190	14,721	22,108	14,721
Horizon	3,170	3,671	3,190	11,432	12,585	11,432
Volare	1,750	2,117	......	2,219	9,365	2,219
'80 Gran Fury	370	......	......	910	......	910
Caravelle	160	......	......	160	158	160
Chrysler Total	2,540	2,893	......	3,879	16,263	3,879
Chrysler	800	2,893	......	2,139	9,158	2,139
LeBaron	1,740	......	......	1,740	7,105	1,740
Dodge Total	5,250	5,426	2,930	14,179	25,893	14,179
Omni	2,840	2,771	2,930	10,490	9,709	10,490
St. Regis	400	1,174	......	1,117	5,729	1,117
Diplomat	760	......	......	760	3,787	760
Aspen	1,250	1,481	......	1,812	6,668	1,812
FORD MOTOR	19,794	53,997	9,780	63,441	205,560	63,441
Ford Division	17,028	34,145	4,596	47,128	131,017	47,128
Pinto	......	3,399	......	2,262	11,733	2,262
Mustang II/Mustang	1,659	8,360	1,759	11,383	30,540	11,383
Fairmont	2,782	4,183	......	9,575	16,203	9,575
Granada	3,548	3,779	......	5,573	15,298	5,573
LTD II	......	612	......	......	3,563	......
Thunderbird	3,919	6,436	2,837	10,359	21,695	10,359
Ford	5,120	7,376	......	7,976	31,985	7,976
L-M Division	2,766	19,852	5,184	16,313	74,543	16,313
Mercury Total	2,538	15,511	2,062	11,544	57,150	11,544
Bobcat	......	976	......	174	3,336	174
Capri	456	2,472	364	1,706	7,036	1,706
Zephyr	1,058	1,194	......	3,197	5,239	3,197
Monarch	1,024	1,991	......	1,739	8,620	1,739
Cougar/XR7	......	4,973	1,698	3,177	17,700	3,177
Mercury	......	3,905	......	1,551	15,219	1,551
Lincoln Total	228	4,341	3,122	4,769	17,393	4,769
Lincoln	......	2,062	1,248	2,527	8,267	2,527
Versailles	228	591	......	368	2,348	368
Mark VI	......	1,688	1,874	1,874	6,778	1,874
GENERAL MOTORS	81,143	108,762	74,779	302,967	393,936	302,967
Buick Division	16,031	15,085	14,145	57,569	58,432	57,569
Skyhawk	......	407	......	......	1,674	......
Skylark/'79-'80	5,111	......	4,588	18,331	......	18,331
Century	2,677	1,115	2,813	9,538	4,162	9,538
Regal	3,403	5,776	3,498	12,211	21,151	12,211
Buick	3,550	6,229	1,942	12,840	25,943	12,840
Riviera	1,290	7,558	1,304	4,649	5,502	4,649
Cadillac Division	7,047	10,336	2,494	20,642	34,187	20,642
Seville	1,185	1,592	1,212	4,249	5,038	4,249
Cadillac	4,617	6,673	......	11,926	21,816	11,926
Eldorado	1,245	2,071	1,282	4,467	7,333	4,467
Chevrolet Division	35,790	45,273	34,532	130,272	165,739	130,272
Chevette	8,910	7,065	8,627	32,220	24,691	32,220
Monza	3,095	3,166	3,246	11,248	12,776	11,248
Camaro	3,095	6,801	2,736	9,570	23,615	9,570
Nova/Citation	9,225	286	9,607	34,454	300	34,454
Malibu	2,800	9,109	2,751	14,427	32,865	14,427
Monte Carlo	1,545	6,933	1,580	8,736	25,495	8,736
Chevrolet	6,120	10,939	4,836	15,869	42,253	15,869
Corvette	1,000	974	1,149	3,748	3,774	3,748
Oldsmobile Division	13,032	21,983	15,068	54,427	77,156	54,427
Starfire	......	389	......	......	1,468	......
Omega/'79-'80	2,642	......	2,441	8,041	......	8,041
Cutlass	6,670	10,295	6,825	24,819	34,285	24,819
Oldsmobile	2,690	4,741	4,747	17,872	35,655	17,872
Toronado	1,030	1,558	1,055	3,695	5,748	3,695
Pontiac Division	9,243	16,085	8,540	40,057	58,422	40,057
Acadian†	290	364	292	876	1,246	876
Sunbird	3,305	2,131	3,029	10,920	7,045	10,920
Phoenix/'79-'80	2,552	......	2,724	9,620	......	9,620
Firebird	2,346	5,024	2,055	7,020	17,897	7,020
LeMans	430	2,317	440	3,003	8,599	3,003
Grand Prix	......	2,131	......	3,844	7,889	3,844
Pontiac	320	4,118	......	4,774	15,746	4,774
VOLKSWAGEN	......	2,323	......	2,531	8,989	2,531
CHECKER	100	65	80	180	412	180
Total Cars, U. S.	118,077	179,254	94,559	413,298	678,277	413,228

Pontiac grooms two-seater as mid-engine commuter car

Continued from Page 1

inches, be about 70 inches wide and tip the scales at 2,200 to 2,300 pounds. It will be offered in both notchback and fastback versions, sources agreed, and will deliver at least 40 miles per gallon.

Standard powertrain will be the Pontiac-built 2.5-liter (151-CID) inline four-cylinder engine, the same powerplant that is standard in GM's front-wheel-drive X-body models.

In the commuter car, the engine will be moved back to a position just ahead of the rear wheels, but will not be turned around as previously reported.

Four-speed and automatic transmissions will be offered.

The car is also a candidate for an electric motor, according to one dealer source. Pontiac, however, just recently announced that it would double its capacity to build the 2.5-liter engine by the end of the 1982 model year. Pontiac explained that the increase is necessary to help fill anticipated rising demand for that L-4 engine.

An optional turbocharged version of the 2.5-liter engine could also be offered in the commuter car. In addition, Pontiac engineers are working on a sportier, high-performance version of the commuter, probably the fastback model, that will use a turbocharged version of the Chevy-built 2.8-liter (176-CID) engine currently used in the front-drive X cars.

Both turbocharged engines are known to be in the development stages, with applications in various GM models as early as the 1982 model year.

The high-performance version of the commuter has been described as a GTO-type vehicle, an "American version of the (Fiat) X1/9."

MacPherson struts will probably suspend the commuter's front end, while a Chapman strut design is likely at the rear of the car.

Although engineering work may be handled exclusively by Pontiac, one dealer said the model will probably be a "two-division" car. Chevrolet may be the second GM division to offer the model, though it could be a Pontiac exclusive during the first model year, he said.

Initial output, sources say, is targeted at 200,000 cars per year, moving up to 400,000 units annually if offered by both Pontiac and Chevrolet. GM is said to be seriously considering the Lordstown (O.) plant, currently building vans and Monza/Sunbird models, as the sourcing point for the new commuter car.

Information from GM sources in recent months indicated that the commuter car had been scotched by management for several reasons. Now, the need for a vehicle that can compete directly with high-mileage imports is greater, sources said, and the commuter-car project will probably get GM's management approval.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 26, 1980	Same Week 1979	Week Ended Jan. 19, 1980	Jan. to Date	Jan 1 to Jan. 27, 1979	Jan. 1 to Jan. 26, 1980
CHEVROLET	12,875	24,050	13,285	47,207	91,141	47,207
DODGE/PLYMOUTH	4,600	12,496	1,271	9,842	46,830	9,842
FORD	7,306	27,004	7,054	42,536	109,539	42,536
GMC	3,672	8,144	2,889	12,895	27,763	12,895
INTERNATIONAL	......	3,016	......	......	10,751	......
MACK	620	773	348	1,867	2,668	1,867
WHITE	200	371	200	655	1,191	655
JEEP	2,500*	3,300	2,500*	9,000	12,540	9,000
AM CORP.	450*	350	450*	1,622	1,438	1,622
VOLKSWAGEN	......	5,893	1,468	360	......	360
MISCELLANEOUS	800	900	800	2,940	3,600	2,940
Total Trucks, U. S.	33,023	80,404	28,797	128,924	307,461	128,924

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 26, 1980	Same Week 1979	Week Ended Jan. 19, 1980	Jan. to Date	Jan. 1 to Jan. 27, 1979	Jan. 1 to Jan. 26, 1980
CHRYSLER CORP.	......	2,137	......	......	7,574	......
FORD MOTOR	3,208	5,061	2,852	11,866	19,088	11,866
GENERAL MOTORS	3,918	6,547	5,551	19,355	24,192	19,355
AMERICAN MOTORS	......	1,448	1,060	2,756	4,676	2,756
INTERNATIONAL	465	402	152	861	1,626	861
MACK	60	80	63	217	297	217
WHITE	65	85	38	203	303	203
Total Trucks, Canada	7,716	15,760	9,716	35,258	57,756	35,258
N. American Trucks	40,739	96,164	38,513	164,182	365,217	164,182

· Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

Truck production rises for week but trails 1979

U. S. truck production of 33,023 units last week was an increase of 14.68 percent over the 28,797 assembled the previous week but was far less than comparable 1979 levels.

Last week's figure compared with the same week one year ago shows a 58.93 percent reduction in units produced. The year-to-date figure of 164,182 trucks assembled lags 38.95 percent behind the 365,217 built by Jan. 27, 1979.

General Motors is closing its Lordstown van line today (Jan. 28) until Feb. 11. The shutdown will affect 1,300 workers.

Ford's Lorain and the adjoining Avon Lake truck plants are down this week.

All Chrysler truck plants are scheduled to work as of today (Jan. 28).

Volkswagen of America's Westmoreland plant was down last week because of a parts shortage caused by a strike at its South Charleston stamping plant but a contract ratification vote was scheduled for last Thursday.

International Harvester continues to be on strike.

Car, truck totals in Canada show big dips from '79

Canadian car and truck production was down again last week as a result of slow sales in the U. S., cutting current figures to less than half the year-ago levels.

Car production planned was 8,857 units, a drop of 44.94 percent from the 16,086 built the previous week. Compared with the 23,515 autos assembled last year in the same week, production was off 62.33 percent.

Planned truck production of 7,716 declined 20.58 percent from the 9,716 built the previous week and 51.04 percent from the comparable week last year.

The Chrysler Windsor car assembly plant and the Pillette Rd. truck plant were closed last week to diminish inventories, but both are scheduled to resume work today (Jan. 28).

The American Motors Jeep plant closed Jan. 21 and will resume work Feb. 4 with a shift reduction. Elimination of the second shift will idle 170 workers indefinitely and cut production from 208 to 176 units a day.

General Motors dropped the second shift at its Oshawa plant last week placing 6,500 people on indefinite layoff. Today (Jan. 28) GM is planning to reduce the number of workers on both lines. The cuts will idle 1,927 workers on line Number One and 1,284 people from line Number Two.

Ford Motor Co. is scheduled to close Oakville today (Jan. 28) to cut inventories.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 26, 1980	Same Week 1979	Week Ended Jan. 19, 1980	Jan. to Date	Jan. 1 to Jan. 27, 1979	Jan. 1 to Jan. 26, 1980
CHRYSLER CORP.	......	4,443	3,289	7,505	16,688	7,505
FORD MOTOR	600	6,554	486	5,288	25,240	5,288
GENERAL MOTORS	8,032	12,338	12,086	39,316	49,252	39,316
VOLVO	225	180	225	810	684	810
Total Cars, Canada	8,857	23,515	16,086	52,919	91,864	52,919
N. American Cars	126,934	202,769	110,645	466,217	770,141	466,217
N. American Trucks	40,739	96,164	38,513	164,182	365,217	164,182
North American Cars and Trucks	167,673	298,933	149,158	630,399	1,135,358	630,399

†—All Acadians are built for sale in Canada. *—Estimated.

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Automotive News®

Detroit, February 4, 1980

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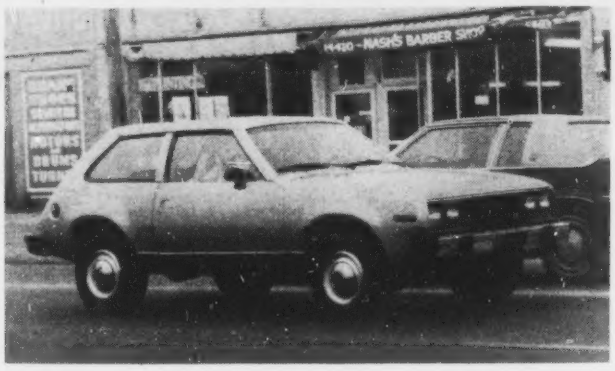
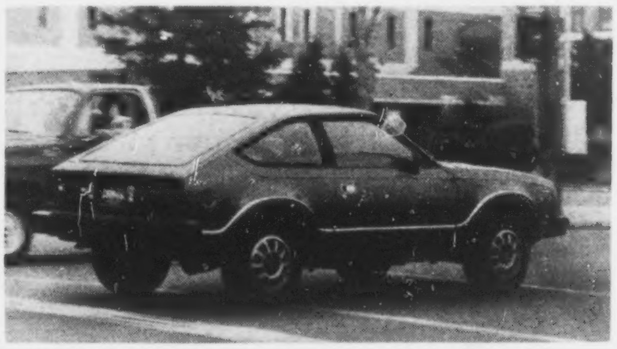
Son of Eagle





AMC's got the 4WD Spirit

Here are prototypes of American Motors' new four-wheel-drive Spirit sedan, above, and hatchback, due as 1981 models. The car is known internally as the "Eaglet," though the badge name has not yet been chosen. It may use the Eagle's 258-CID engine and fulltime 4WD system, although a smaller engine and part-time 4WD may also be in the works.

EPA plans to crack down on loopholes in MPG test

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Tough new enforcement procedures aimed at closing loopholes in EPA's fuel-economy testing program look to be in the wind for the auto industry.

This emerged in the wake of Congressional hearings exposing a potential one-million-barrel-per-day shortfall in projected energy savings by 1985 because of faults in the EPA program.

For the automakers, that could mean a loss of one or more tenths of a mile per gallon in Corporate Average Fuel Economy and millions of dollars hard won since the inception of the regimen in 1975.

EPA Administrator Douglas Costle told the House subcommittee on Environment, Energy and National Resources that his agency already had plans to crack down on the car builders exploiting the test procedures.

This effort, he said, would result in a decrease in the spread between the EPA-measured and actual fuel economy of today's cars; a spread that the Department of Energy believes has already reached 20 percent.

Ford Motor Co. and General Motors, expected to have a very different view of this development, were to testify before the committee as AUTOMOTIVE NEWS went to press.

- Accuracy of EPA's fuel-economy measurements has been a point of nearly constant contention since the agency began doing the work in 1975.

Done as part of the agency's emissions-testing program, the city driving, highway driving and combined fuel economy of representative vehicles is tested on a dynamometer under controlled conditions. EPA never has represented this method to be perfectly reflective of actual driving and everyone had been generally content to use the fuel economy number for comparative purposes, as EPA recommended, until recently when the usual 5-percent disparity between the EPA number and the actual came to be more like 10 percent and then 20 percent and now, in the case of some high-mileage cars, as much as 30 percent.

According to Barry McNutt, of the DOE, if the present trend continues, on-road fuel economy of new light-duty vehicles in 1985 will be 21.3 MPG not 27.5 MPG as required and only a 53-percent improvement over 1975 fuel economy levels of 13.8 MPG and not the 100 percent increase sought by Congress through the Energy Policy and Conservation Act.

McNutt says the projected on-road fuel economy of the entire in-use fleet of light-duty vehicles in 1985 will be 17.6 MPG, or a 29 percent increase over 1975. That means the nation will be 15 billion gallons short of its goal if the present trend continues, McNutt says.

The energy subcommittee

Continued on Page 45, Col. 3

Chrysler dealers flock to join guarantee plan

By Joseph Bohn
Marketing Editor

Chrysler's unprecedented "guarantees" program got off to a fast start, with 86 percent of dealers signing up for it at meetings last Monday and Tuesday.

"Across the country meeting attendance and sign-up rates were unbelievable," said Jack Givens, marketing director. "Normally, you're doing well to get 70 percent of the dealers to commit to any program on the spot."

In major cities like Detroit, Chicago and Los Angeles, sign-ups ran 90 percent—in Kansas City and Denver, 100 percent.

Chrysler managed to build enough flexibility into its program to allay dealers' fears — giving them some maneuverability while holding out the promise of higher sales and more backshop business.

For example, a customer must present free and clear title to his new car within 30 days to get his refund. In Michigan, that might entail a few phone calls, paying off any liens at the bank, perhaps even driving to Lansing for a quick title pickup.

It's enough to slow down insincere buyers.

Cars aren't returnable if neglected or repaired improperly (a fender painted over), etc.

- Dealers also have some other important safety valves.

For example, they'll be allowed to re-floorplan returned vehicles at 95 percent of invoice (Chrysler absorbs the other 5 percent) at the going floorplan rate for new cars.

"We're still paying interest on the car; but it won't sink you from a cash flow standpoint," observed one dealer.

There's also an important stipulation that frees dealers from having to hold a person's tradein, or worry about losing money on it in case of the new car coming back.

Customers must sign an agreement up front which states ex-

Continued on Page 45, Col. 1

breaking news

Bristol prepares to enter U. S. market

NEW YORK. — Bristol Cars has imported its first two handbuilt, aluminum-bodied 412-USA convertibles, which will retail for about $89,950 when EPA certification papers arrive. Converting the car to run on LPG and gasoline adds another $2,000. Bristol Chairman Tony Cook said the firm is looking for U. S. dealers to handle the 150 units which Britain will send here annually.

Lada makes Brazilian connection

AJAX, Ont. — Lada Cars of Canada here is finalizing an agreement for the Canadian sales rights to the Brazilian-made Puma fiberglass sports cars. An independent company will be established to sell '81 versions of the cars by fall of this year, according to Lada President Peter Dennis. Tentatively, the Puma GTE hardtop will sell for $9,995; the GTS convertible for $1,000 more.

Gas-pinching Porsche displayed

STUTTGART, West Germany.—The first prototype of a new gas-saving Porsche 924 was displayed at the Caravan, Motor Tourism International Exhibit here. It shuts off automatically instead of idling—when standing at a red light, for example—and a step on the gas pedal starts the car again. Porsche says the system cuts fuel consumption by as much as 20 percent in city driving.

See BREAKING NEWS, Page 51, Col. 1

State's expert witness clobbers and gets clobbered

Ford to take field in Pinto case

By Roger Rowand
Engineering Editor

WINAMAC, Ind.—Ford Motor Co. this week will continue to chop at the foundation of the prosecution's efforts and start to build its dissent in the Pinto case.

Facing three reckless homicide charges in the 1978 fire deaths of three teen girls, Ford is bearing down hard on the prosecution's expert witnesses.

This week Harley Copp, a retired Ford engineering executive, will be on the stand. He is expected to describe what has been called his "persistent, one-man campaign for more attention to safety within the company." It is anticipated Copp will be a hostile witness.

When the cross-examination of Copp is complete, Prosecutor Michael Cosentino will attempt to bring in as evidence highly contested documents subpenaed largely from Ford files and received from government agencies. He will be resisted on each document by Ford's million-dollar defense organization.

Judge Harold Staffeldt has said it will be necessary for him to decide on the admissibility of each document as it is presented. Hundreds of documents are involved.

- At the conclusion of the state's case, Chief Ford Attorney James Neal will, as is customary, ask for a directed verdict of innocent. Except in unusual cases, such routine requests are denied.

Ford then will begin its parade of witnesses, many of whom will be engineers. The list is expected to include Chairman Henry Ford II, Ford Vice Presidents Thomas Feaheny and Herb Misch and Douglas Toms, president of Holiday Rambler Co., Indiana recreation vehicle builder and former head of the forerunner of NHTSA.

Neal told AUTOMOTIVE NEWS he has not decided whether he will call Henry Ford II, saying it depends on how things go. That would indicate Ford's appearance, if he comes here, will be late in the trial—about the end of February.

One major problem for Ford thus far has been Byron Bloch, a 42-year-old Los Angeles consultant on auto safety. Bloch has testified in many cases and delivers a convincing, polished, well-rehearsed and well-illustrated pitch.

His seminar for the jury on the anatomy and physiology of

Continued on Page 50, Col. 1

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factories list auction dates

American Motors

Feb. 5 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 7 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 8 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 14—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 21 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 27—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Chrysler Corp.

Feb. 4 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Feb. 5 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 6—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 7 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 8 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Son, 6464 Downing St., Denver.

Feb. 11—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 12—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 13 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 14 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 15 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

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Feb. 22 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

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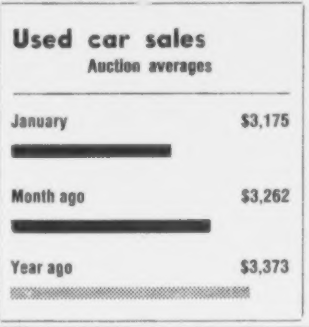
Feb. 28 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.



Used car sales

Auction averages

January	$3,175
Month ago	$3,262
Year ago	$3,373

Model breakdown

Auction averages

	January	Dec.	Nov.
1980	$6,187		
1979	5,414	$5,606	$5,566
1978	3,591	3,741	4,028
1977	2,730	3,043	3,179
1976	2,233	2,297	2,433
1975	1,802	1,828	1,870
1974	1,456	1,409	1,450
1973	1,138	1,120	1,106
Overall Average	$3,175	$3,262	$3,293

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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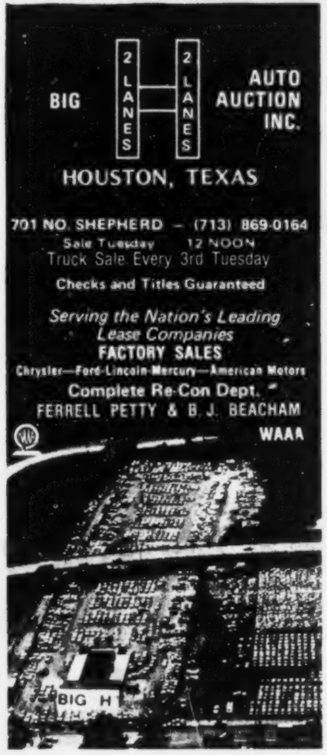

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See American Motors sale ad on Page 42

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AUTOMOTIVE NEWS

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U. S. makers schedule 609,192 cars for month

February output due to fall 18 pct.

By Michele Raquepau
Staff Writer

Scheduled auto production of 609,192 cars for February is down 18.17 percent from the 744,470 built in the same month of 1979.

The February, 1980 figure, is the lowest for the month since the 369,486 units assembled in February, 1975, though two companies have planned increases of over 50 percent from last February's totals.

American Motors has scheduled production of 20,000 cars, up 54.67 percent from the 9,066 it assembled in February, 1979. Volkswagen of America plans to build 20,552 cars, a rise of 52.47 percent over the 9,768 built in the same month last year.

General Motors' forecast of 408,000 autos for February is a decline of 9.34 percent from the 450,055 assembled last year. Chrysler Corp.'s planned production of 56,240 is down 31.83 percent from the 82,497 built in February, 1979.

Ford Motor Co.'s slated 104,000 is a drop of 46.04 percent from the 192,736 built last February. Checker plans a slight increase of 13 percent, or 400 units compared with 1979's 348 units.

- The year-to-date figure of 557,787 through Feb. 2 is a decline of 35.04 percent from the 858,695 cars assembled by this date in 1979, though last week's total production was up for the second week in a row.

Production last week of 143,044 was a 19.68 percent increase over the 119,522 built the previous week. Compared with the 185,588 assembled in the same week of 1979, the figure was a drop of 22.92 percent.

GM produced 96,623 cars last week to bring its share of the year's total to 71.60 percent. Ford assembled 23,411 units last week to claim a 15.49 percent share of the year-to-date total.

The year-to-date breakdown for the other auto makers was: Chrysler, 9.06 percent; AMC, 2.72 percent; VWoA, 1.08 percent, and Checker, 0.05 percent.

The VWoA South Charleston (W. Va.) stamping plant, which had been on strike, ratified its contract Jan. 24 as scheduled. The affected Westmoreland plant was back to full operation by the second shift last Monday.

All GM and AMC points worked regular schedules last week with no overtime, as did all Chrysler plants. Chrysler will suspend operations at its Lynch Rd. point next week.

U. S. CAR PRODUCTION

	Week Ended Feb. 2, 1980	Same Week 1979	Week Ended Jan. 26, 1980	Jan. Estimate	Jan. 1 to Feb. 3, 1979	Jan. 1 to Feb. 2, 1980
AMERICAN MOTORS	3,800*	3,260*	3,800*	15,200*	8,376*	15,200*
Gremlin	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'76 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Matador	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	15,610	19,611	15,398	50,547	83,926	50,547
Plymouth Total	6,390	6,674	6,384	22,045	28,856	22,045
Horizon	3,150	3,792	3,288	14,700	16,226	14,700
Volare	2,700	2,633	2,419	5,588	12,282	5,588
'80 Gran Fury	400	....	470	1,410	....	1,410
Caravelle	140	249	207	347	348	347
Chrysler Total	3,100	5,472	2,922	7,361	21,866	7,361
Chrysler	750	2,807	733	2,822	12,066	2,822
LeBaron	2,350	2,665	2,189	4,539	9,800	4,539
Dodge Total	6,120	7,465	6,092	21,141	33,204	21,141
Omni	2,900	3,008	2,832	13,382	12,520	13,382
St. Regis	400	1,260	449	1,566	6,878	1,566
Diplomat	820	1,395	948	1,768	5,102	1,768
Aspen	2,000	1,802	1,863	4,425	8,704	4,425
FORD MOTOR	23,411	53,346	19,322	86,380	255,558	86,380
Ford Division	15,769	34,538	16,656	62,525	163,191	62,525
Pinto	....	4,165	....	2,262	15,772	2,262
Mustang II/Mustang	4,039	8,076	1,682	15,445	38,729	15,445
Fairmont	5,868	2,706	2,777	15,438	18,548	15,438
Granada	3,539	2,738	3,490	9,054	17,717	9,054
LTD II	....	1,282	....	....	4,439	....
Thunderbird	2,323	7,631	3,809	12,572	28,499	12,572
Ford	....	7,940	4,898	7,754	39,487	7,754
L-M Division	7,642	18,808	2,666	23,855	92,367	23,855
Mercury Total	7,442	13,995	2,433	18,881	70,333	18,881
Bobcat	....	1,256	....	174	4,399	174
Capri	1,453	2,650	293	2,996	9,661	2,996
Zephyr	2,671	1,077	1,063	5,873	5,984	5,873
Monarch	1,061	1,404	1,077	2,853	9,718	2,853
Cougar/XR7	2,257	4,257	....	5,434	22,354	5,434
Mercury	....	3,351	....	1,551	18,217	1,551
Lincoln Total	200	4,813	233	4,974	22,034	4,974
Lincoln	....	2,297	....	2,527	10,498	2,527
Versailles	200	658	233	573	2,933	573
Mark VI	....	1,858	....	1,874	8,603	1,874
GENERAL MOTORS	96,623	106,881	80,907	399,354	498,992	399,354
Buick Division	17,232	14,866	16,030	74,800	71,473	74,800
Skyhawk	....	421	....	....	2,103	....
Skylark/'79-'80	4,268	....	5,102	22,590	....	22,590
Century	3,306	1,012	2,779	12,946	4,829	12,946
Regal	4,180	4,731	3,294	16,282	24,904	16,282
Buick	3,990	7,384	3,524	16,804	32,817	16,804
Riviera	1,488	1,318	1,331	6,178	6,820	6,178
Cadillac Division	7,571	8,753	7,174	28,340	43,128	28,340
Seville	1,367	1,298	1,215	5,646	6,390	5,646
Cadillac	4,618	5,690	4,671	16,598	27,654	16,598
Eldorado	1,586	1,765	1,288	6,096	9,084	6,096
Chevrolet Division	40,390	44,822	35,220	170,092	211,317	170,092
Chevette	9,025	5,816	9,040	41,375	30,601	41,375
Monza	3,085	3,337	2,646	13,884	15,862	13,884
Camaro	3,260	6,746	2,641	12,376	30,991	12,376
Nova/Citation	8,565	1,093	9,333	43,127	1,266	43,127
Malibu	5,795	7,955	2,784	20,206	42,074	20,206
Monte Carlo	3,650	6,396	1,665	12,506	32,643	12,506
Chevrolet	6,120	12,507	6,111	21,980	53,192	21,980
Corvette	890	972	1,000	4,638	4,688	4,638
Oldsmobile Division	16,245	22,250	13,435	71,075	98,143	71,075
Starfire	....	645	....	....	1,859	....
Omega/'79-'80	2,286	....	2,768	10,453	....	10,453
Cutlass	6,670	10,724	6,953	31,772	45,187	31,772
Oldsmobile	6,050	9,567	2,652	23,884	44,031	23,884
Toronado	1,239	1,314	1,062	4,966	7,066	4,966
Pontiac Division	15,185	16,190	9,048	55,047	74,931	55,047
Acadian†	370	385	368	1,324	1,645	1,324
Sunbird	2,075	2,049	3,489	13,179	9,233	13,179
Phoenix/'79-'80	3,313	....	2,410	12,791	....	12,791
Firebird	2,483	4,917	2,027	9,184	23,309	9,184
LeMans	1,635	2,348	433	4,641	10,916	4,641
Grand Prix	2,589	2,141	....	6,433	10,020	6,433
Pontiac	2,720	4,350	321	7,495	19,808	7,495
VOLKSWAGEN	3,500	2,382	....	6,031	11,366	6,031
CHECKER	100*	108	95	275	477	275
Total Cars, U. S.	143,044	185,588	119,522	557,787	858,695	557,787

CANADIAN CAR PRODUCTION

	Week Ended Feb. 2, 1980	Same Week 1979	Week Ended Jan. 26, 1980	Jan. Estimate	Jan. 1 to Feb. 3, 1979	Jan. 1 to Feb. 2, 1980
CHRYSLER CORP.	3,200	4,339	....	10,705	21,131	10,705
FORD MOTOR	5,192	1,854	360	10,240	27,842	10,240
GENERAL MOTORS	7,984	12,142	8,084	47,352	61,542	47,352
VOLVO	225	180	225	1,035	864	1,035
Total Cars, Canada	16,601	18,515	8,669	69,332	111,379	69,332
N. American Cars	159,645	204,103	128,191	627,119	970,074	627,119
N. American Trucks	53,793	96,259	43,345	220,581	461,884	220,581
North American Cars and Trucks	213,438	300,362	171,536	847,700	1,431,958	847,700

†—All Acadians are built for sale in Canada. *—Estimated.

Car target dips in Canada

Total planned car and truck production in Canada is scheduled to decline for February, though not as much as in the U. S.

In February of 1979, 94,831 cars were assembled in Canada. This month, 86,785 are scheduled, a drop of 8.48 percent from last year's total.

Ford Motor Co., with 23,616 units planned for February, shows a drop of 19.78 percent from the 29,439 cars assembled last year. Chrysler Corp. has slated 12,800, a reduction of 14.63 percent from the 14,994 of February, 1979.

General Motors is scheduling 49,424 cars for February, a decline of 5.11 percent from the 49,678 built last year. Volvo plans 945 autos, a 31.25 increase from the 720 it built in February, 1979.

Total year-to-date Canadian car production of 69,332 has fallen 37.75 from the 111,379 assembled by this date in 1979. Last week's total of 16,601 was 10.34 below the 18,515 produced in the same week of 1979. Last week's figure though was 91.50 percent over the 8,669 built the previous week.

Total scheduled truck production for February is 46,483, a 29.16 percent decline from the 65,613 assembled last February.

Last week's truck production of 11,255 dropped 27.76 percent from the 15,579 built in the comparable 1979 week but was up 45.08 percent from the previous week's figure of 7,758. The year-to-date truck figure of 46,555, however, has fallen 37.50 percent from the 74,487 produced by this time in 1979.

The American Motors Jeep plant which closed Jan. 21 is scheduled to resume work today (Feb. 4) with a shift reduction.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 2, 1980	Same Week 1979	Week Ended Jan. 26, 1980	Jan. Estimate	Jan. 1 to Feb. 3, 1979	Jan. 1 to Feb. 2, 1980
CHEVROLET	12,824	26,117	15,794	62,950	120,086	62,950
DODGE/PLYMOUTH	4,420	10,888	4,554	14,216	59,311	14,216
FORD	16,877	26,435	7,347	59,454	133,459	59,454
GMC	3,347	7,807	3,216	15,786	33,641	15,786
INTERNATIONAL	....	3,078	....	....	13,767	....
MACK	620	928	726	2,593	3,441	2,593
WHITE	200	377	200	855	1,564	855
JEEP	2,500*	3,700*	2,500*	11,500*	15,840	11,500*
AM CORP.	450*	450*	450*	2,072*	1,788	2,072*
VOLKSWAGEN	500	....	....	860	....	860
MISCELLANEOUS	800	900	800	3,740	4,500	3,740
Total Trucks, U. S.	42,538	80,680	35,587	174,026	387,397	174,026

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 2, 1980	Same Week 1979	Week Ended Jan. 26, 1980	Jan. Estimate	Jan. 1 to Feb. 3, 1979	Jan. 1 to Feb. 2, 1980
CHRYSLER CORP.	1,600	2,014	....	1,600	9,715	1,600
FORD MOTOR	3,520	5,260	3,535	15,713	25,069	15,713
GENERAL MOTORS	5,890	6,229	3,956	25,283	30,785	25,283
AMERICAN MOTORS	....	1,457	....	2,756	6,124	2,756
INTERNATIONAL	120	452	146	662	2,028	662
MACK	60	78	57	274	377	274
WHITE	65	89	64	267	389	267
Total Trucks, Canada	11,255	15,579	7,758	46,555	74,487	46,555
N. American Trucks	53,793	96,259	43,345	220,581	461,884	220,581

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

Truck schedule for month trails 1979 by 8 pct.

Planned U. S. truck production of 193,391 for February is a 7.98 percent decline from the 311,841 built in February, 1979, and the lowest February total since the 159,788 built in 1975.

Every maker is suffering drops in production this month compared with February of last year. Chrysler Corp. is experiencing the greatest decline with 13,000 planned units this month, a decline of 69.99 percent from the 43,316 trucks assembled last February.

White follows with 791 trucks planned, a decline of 43.05 percent from the 1,389 built in February of 1979.

Ford Motor Co. produced 104,185 units last February. Its schedule this year calls for a 26.09 percent reduction to 77,000.

General Motors built 128,253 trucks in February, 1979, and plans to assemble 84,000 this month, down 34.50 percent, AM General has planned production of 1,800, a decline of 11.29 percent from the 2,029 built last February. Jeep plans February production of 11,000, a 19.26 percent decline from the 13,624 built in February, 1979.

Mack forecasts 2,600 assemblies this month, down 17.22 percent from the 3,141 built last year. Miscellaneous trucks are due to drop 11.11 percent, from 3,600 built last February to 3,200 planned this month.

The 2,936 Volkswagen of America trucks scheduled for this month have no comparable figures. VWoA didn't begin building trucks in the U. S. until the last quarter of 1979. International, which built 12,304 units last year, hasn't produced any trucks yet this year because of a strike.

Total year-to-date truck production through Feb. 2 was 174,026, a decline of 55.08 percent from the 387,397 built by this date in 1979, but weekly production has risen for the past two weeks.

Last week's 42,538 units was a 19.53 percent increase over the 35,587 built the previous week but a 47.28 percent decline from the same week in 1979.

GMC is adding a second shift to increase transit bus production this week. About 400 hourly employes have been recalled from layoffs, and output will be increased to eventually reach 60 units a week.

Chrysler's Jefferson point will be closed next week.

GM's Lordstown plant was down last week. The point is scheduled to reopen Feb. 11. The Chevrolet Detroit assembly plant, which builds truck chassis, will be down for two weeks beginning Feb. 4 because of a strike at a Union City (Ind.) body company.

Ford's Lorain and the adjoining Avon Lake truck plants were down last week.

VWoA's Westmoreland plant was back to full operation by the second shift last Monday. A strike at its South Charlestown (W. Va.) stamping plant was resolved Jan. 24.

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Son of Mini

BL Metro to bow this fall

British Leyland plans to introduce its new Metro next October. A successor to the legendary Mini, it is about the same size and weight as the Volkswagen Polo. A transverse-mounted, four-cylinder engine with aluminum head and overhead cam drives the front wheels. A three-cylinder version is planned for later. Story on Page 20.

Woes bedevil NADA meeting, but its leaders are optimistic

By Robert M. Lienert
Editor

NEW ORLEANS. — A continuing energy crunch, a sluggish market, unchecked inflation and general money problems dominated formal sessions and informal discussions as NADA delegates opened their 63rd convention and exposition here.

Despite the looming presence of these issues, NADA leaders remained optimistic that solutions can be found, that a market upturn lies ahead.

Energy won't go away as a convention topic. Since the 1974 meeting, it has been at the forefront at these annual NADA gatherings. In some ways, it seems like a perpetual TV rerun.

This year, it is more dominant than ever. At the convention's opening session, a 10-minute film devoted to energy set the tone for the entire affair.

The energy issue seems particularly timely this year, as concern appears to mount in Washington. Although Congress continues to fumble, the Energy Department has unveiled a plan for conservation. Although it is a stand-by plan, it has teeth.

- In his keynote address Saturday afternoon, Chrysler Chairman Lee A. Iacocca also stressed the energy problem as one of [illegible] confronting the industry and the nation.

He enumerated the problems as "(1) energy policy, or our lack of one; (2) double-digit inflation as a way of life; (3) excessive regulatory red tape; (4) the demise of invention and decline of productivity; (5) the runaway and unfair impact of imports; (6) tax policies that do not respond to problems or needs, and (7) jobs and the required training that must go with new ones."

An eighth problem, he said, is "the general malaise that comes from (1) through (7) or the attitudes we begin to develop as losers. All of these problems are interrelated and entwined."

He [illegible] analysis of these problems, and he advocated [illegible] for all in the industry to pursue.

"First," he said, "we need to work together and help each other solve the problems that will impact on us in the 1980s. The second thing we need to do is work to establish a new partnership with the government."

Early registrations for this year's convention indicate that attendance may fall a bit from last year's turnout in Las Vegas. Pre-registrations at mid-week last week stood at 2,800 dealers, compared with 3,600 at the corresponding point a year ago.

An NADA spokesman said this indicated the final total would be about 12,000, compared with 15,000 last year. New Orleans traditionally has a heavy over-the-counter registration of delegates.

In a "first" at this year's convention, there will be a special gathering of women dealers.

More than 50 of the 300 women involved in the nation's new-car and new-truck sales were expected to attend a special breakfast session.

Betty Rivera, president of American Toyota, Albuquerque, and Robert Burd chairman of the NADA Business Management Committee and a Volkswagen dealer in Washington, N.J., hosted the event, entitled: Woman—Working and Winning.

William C. Doenges, who will turn over the president's gavel to George S. Irvin on Tuesday afternoon is expected to summarize the year's achievements of NADA and its members.

"It was a tough year," Doenges told AUTOMOTIVE NEWS as the convention prepared to open. "By spring, we'll have good momentum going on sales, but

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MIT experiments show it can cause cancer, birth defects

Diesel soot called health hazard

By A. S. Plotkin
Special Correspondent

CAMBRIDGE, Mass. — Chemicals in the soot spewed out by diesel engines produce mutations in human cells that could cause birth defects as well as cancer, according to experiments at the Massachusetts Institute of Technology.

This means that the diesel engine — a [illegible] but economical powerplant — may turn out to be a health hazard. It also could [illegible] corporate decisions of [illegible] among the world's automakers seeking to stretch the available supply of fuel.

Results of the experiments at MIT come at a time when EPA is deciding whether big-scale production of diesel-powered cars will be encouraged in the United States.

[illegible] Casey, speaking for EPA in Washington, said: "We will be finalizing those diesel pollutant regulations between the second and third weeks of February. We have been doing health effects research since 1975 and we're now looking at the cancer-causing potential."

Diesel engines produce large amounts of soot, or "particulates." A standard diesel-powered car is said to generate about two pounds of such particulate for every 1,000 miles driven.

But automakers claim that if EPA set very strict standards limiting these emissions, they will be unable to meet them and that, hence, the diesel—at least as an automobile engine—may be dead.

The MIT experiments, using mammalian cells, were done as part of a large research program set up there three years ago by the U. S. Department of Energy. They have shown for the first time that the complex chemicals formed in the diesel soot cause significant genetic damage to living cells.

The fact that these chemicals cause mutations — changes in the units of inheritance, the genes — indicates that there may be real health problems associated with exposure to diesel exhaust.

But the researchers involved in the work cautioned, however, that it is difficult to relate such findings directly to human health problems, even though it does serve a warning that the problem needs further investigation.

Nor can the researchers say for sure whether these chemicals, carried in airborne soot, are actually deposited in the human lungs, although many experts suspect that they do indeed find their way into lung tissues.

Said Prof. William G. Thilly: "It is mutagenic to human cells, and this means we should consider it a potential hazard for humans." Thilly is an associate professor of nutrition and food science at MIT.

General Motors, the biggest producer of diesel engines in the U. S., is currently turning out diesel-powered cars at a rate of 300,000 units per year. GM's Oldsmobile division is now working on a new diesel engine plant at Lansing.

GM has said it hopes to produce up to 30 percent of its cars with diesel-powered engines in three or four years if it received a federal green light on the pollution matter.

The most popular small diesel [illegible]

Continued on Page [illegible]

breaking news

Dodge K-car to be named Aries

DETROIT.—Chrysler Corp. has settled on Aries as the name for its '81 front-drive K-car. The name, derived from astrology, carries with it connotations of youthfulness which tie into Dodge's overall theme of total, youthful performance. No name has been selected for the Chrysler-Plymouth version yet.

Ford confirms Escort and Lynx names

DEARBORN.—Ford Motor Co. last week confirmed that the names Ford Escort and Mercury Lynx will be used for the front-wheel-drive small cars that will replace Pinto and Bobcat for the '81 model year. The cars have carried the code name "Erika." Ford said they will be its first "world cars" produced with the company's technology of the 1980s.

'81 startup set for 'domestic LUV'

DETROIT. — General Motors will begin production of a new line of fuel-efficient compact pickup trucks late in the summer of 1981 at a new GM Assembly Division plant nearing completion in Shreveport, La. The trucks, similar to the imported Chevrolet LUV, will be built later on at the old

See BREAKING NEWS, Page [illegible]

Rikess to represent Quality Dealer winners

NEW ORLEANS.—Edward R. Rikess, president of Southview Chevrolet Co., Inver Grove Heights, Minn., has been selected as the 1980 National Representative for the Time Magazine Quality Dealer Award (TMQDA) program.

He will serve as official national spokesman during the year for all 70 winners of 1980 TMQDA honors.

Rikess and the other 69 winners were chosen by a panel of faculty members from the University of Michigan Graduate School of Business Administration on the basis of such qualities as customer loyalty and opinion, and business success and ethics, as well as contributions to the industry, the community, politics, religion and education.

This is the 11th year of Time's sponsorship of the TMQDA program in cooperation with NADA. Announcement of Rikess' selection as the National Representative climaxed TMQDA award ceremonies at the opening session of the annual NADA convention here.

The judges, who selected the 70 TMQDA winners, chose Rikess as one of 10 Regional Representatives on the basis of

Continued on Page 168, Col. 1

Edward R. Rikess
[illegible] selected by judges

But imports take biggest share ever—56.3 percent

U. K. new-car sales hit record in '79

By Richard Feast
Staff Correspondent

LONDON. — New-car sales in the United Kingdom reached a record 1.72 million last year, more than 3 percent higher than the previous record year of 1973 and nearly 8 percent more than in 1978.

The 1979 figure is likely to stand for several years. Most forecasters expect the early '80s to be tough for car makers. The latest report from the publication, The Economist, predicted a fall of 10.5 percent to 1.53 million sales in 1980.

The Economist also forecast a 14-percent decline in output from UK factories to 950,000 and a rise in imported-car registrations to 60 percent of the market.

In 1979, imports accounted for an unprecedented 56.3 percent of all sales. Given the larger market, that amounted to an expansion rate of 23 percent, while sales of domestic-made cars went down by 7 percent.

Long strikes by Talbot (formerly Chrysler) and Vauxhall employes, and numerous stoppages at BL (British Leyland) plants contributed to the picture. So did transport and engineering union disputes outside the motor industry.

- Ford emerged firmly in the No. 1 slot, with 28.3 percent of all sales, compared with 24.6 percent the previous year. Ford sold 485,559 cars, with its Cortina and Escort sedans comfortably at the top of the list of individual best sellers.

But Ford was also the main importer of cars, and nearly half its registrations were of cars assembled in Belgium, Germany, Spain and Ireland. Sales of UK-made Fords actually went down during the period.

Despite the long summer stoppage in Coventry, Talbot almost maintained its market share. Once again, sales of UK-made cars dropped, and the shortfall was almost entirely compensated for by French and Spanish imports.

Vauxhall, on the other hand, imported far fewer Cavaliers from Belgium in 1979, and sold fewer UK cars. As a result, its market share slipped to an unhealthy 6.5 percent from 8.2 percent in 1978.

Given the bare figures, production of Vauxhall cars in the UK hardly seems worthwhile—especially when importers like Datsun and Renault can top 5 percent. Perhaps significantly, Vauxhall's new chief since the middle of last year is a former Opel man, Ferdinand Beickler.

- Despite a good improvement by Opel, General Motors' share of the UK market was down from 9.7 percent in 1978 to 8.2 percent last year.

BL has no major European source on which to draw. Low output and growing public rejection of its models saw the state-owned company plummet from 23.5 percent of the market in 1978 to a mere 19.6 percent, or 337,000.

The Austin-Morris Division, with its more economical Allegro and Mini models, fell by nearly 7 percent. But the major setback was in the quality car division of Jaguar - Rover - Triumph, in which sales were slashed by a fifth. Rivals like BMW, Mercedes-Benz and Volvo surged ahead.

The company has begun its "Buy British" campaign, hoping that an appeal to consumers will win sales in what is acknowledged will be a tough year. It is also trying to recruit dealers to replace those lost to Renault, Peugeot and Volkswagen.

Broadly speaking, all importers but the Japanese and Italians had successful records. The Japanese were hampered by shipping restraints and the Italians because a metalworkers' dispute last summer held up production.

Datsun did emerge as the chief "traditional" importer. But it virtually marked time while Renault and VW made gains of 34 percent and 21 percent, respectively.

Sales figures follow:

Manufacturer	1979	1978
Alfa Romeo	13,638	13,061
BL Cars	336,984	373,793
Austin-Morris	266,778	285,787
Jaguar-Rover-Triumph	70,206	88,006
BMW	14,058	10,506
Citroen	34,015	31,957
Colt (Mitsubishi)	10,696	10,612
Daihatsu	226	——
Datsun	102,395	101,735
Fiat	70,626	72,192
Ford	485,559	392,366
General Motors	140,944	154,089
Opel	27,216	22,199
Vauxhall	112,398	130,993
Others	1,330	897
Honda	17,849	19,480
Jeep	429	352
Lada	22,270	17,974
Lancia	8,951	11,764
Lotus	697	674
Mazda	17,770	12,810
Mercedes-Benz	7,914	6,935
Panther	144	218
Peugeot	37,980	31,345
Polski-Fiat	6,530	3,605
Reliant	818	1,453
Renault	93,468	69,627
Rolls-Royce/Bentley	1,347	1,324
Saab	8,976	6,407
Skoda	10,243	9,890
Subaru	3,443	1,514
Talbot	119,433	112,562
Toyota	32,220	28,334
VW-Audi	76,288	63,222
Volvo	36,583	29,368
Others	3,781	2,270
TOTAL	1,716,275	1,591,939

Qvale named chairman of DeTomaso Industries

RED BANK, N. J. — Kjell Qvale has been elected chairman of De Tomaso Industries, Inc.

Qvale is chairman of British Motor Cars Distributors, Ltd., San Francisco, distributor of BL products, and is also vice president of Riviera Motors, a West Coast Volkswagen distributor.

New-car sales improve first time in 10 months

By Jenny L. King
Staff Writer

New-car sales for the first month of 1980 pushed ahead of the year-ago total by 2.89-percent, reaching 805,378 compared with 782,774. Behind the scenes were dramatic sales peaks and valleys, with the overall gain due to very strong import sales and good results at General Motors.

Table on Page 185

It was the first time in 10 months — since March, 1979 — that year-to-year combined U. S. and import sales were up. It was the first time imports accounted for 27 percent of the new-car market. It was the first time GM captured 64.8 percent of the domestic market.

U. S.-built new cars accounted for 587,739 units, down 8.81 percent from 644,536 in January, 1979.

GM sales of 380,848 were down 0.39 percent from 382,350, while Ford sales dropped 24.77 percent and Chrysler's plunged 26.11 percent. Ford sales totaled 127,000 compared with 168,807 a year ago. Chrysler reported sales of 54,355, compared with 73,561.

American Motors and Volkswagen of America boasted January sales increases. VWoA Rabbit sales of 13,632 were up 15.85 percent from 11,767 last January. AMC sold 11,904 new cars for an increase of 47.86 percent over 8,051.

- The tremendous surge in imported-car sales startled even the import companies.

The January total of 217,639 was up 57.44 percent from 138,238 in last year's opening month and 53.92 percent over the former record for the month of 141,400, set in 1978.

The leading Japanese makes led the surge, as Toyota, Datsun, Honda, Mazda and Subaru all set records for the month. The German BMW and Mercedes-Benz also posted records.

Toyota, Datsun and Mazda sales were more than double those of January last year, and Subaru was up more than 50 percent.

Toyota and Datsun spokesmen said the sales binge had left their U. S. inventories depleted and said that level of sales cannot continue.

The reason they gave for the unusually strong sales was the continuing rise in fuel prices, with no end to the spiral in sight.

Some observers believe that an inflation psychology also contributed to the strong sales in January—both domestic and import—as consumers become convinced that goods, such as cars, will hold their value better than money.

Such a belief, combined with federal tax incentives for going

Continued on Page 185, Col. 3

Where auto market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	115,842	14.38
COMPACT	158,494	19.68
INTERMEDIATE	170,208	21.13
STANDARD	101,775	12.65
LUXURY	41,420	5.14
IMPORT	217,639	27.02
TOTAL	805,378	100.00

Honda Prelude top new entry

Toyota Corolla leads import sales-by-model

By Richard A. Wright
Assistant Managing Editor

The Toyota Corolla tightened its grip last year on the title of top-selling import model in the U.S., an AUTOMOTIVE NEWS survey of imported-car sales by model shows.

Of Toyota's record-smashing 507,816 sales in 1979, 274,934 were Corollas. The next biggest selling model was Datsun's 210, of which 216,812 were sold in 1979.

Total imported-car sales in 1979, including Rolls-Royce and Ferrari, which do not report monthly, were 2,327,932, up 16.48 percent from 1,998,547 in 1978.

Of new import models introduced during 1979, the biggest seller was Honda's Prelude. Honda dealers retailed 39,831 Preludes in that model's first year.

Next biggest selling new entry was the Mazda 626, with sales of 28,684 in its first year on the U. S. market.

Fiat's Strada, introduced during 1979, sold 12,285 for the year to come close to being Fiat's biggest seller. It trailed the Spider 2000, which led Fiat models with sales of 14,572, and Brava, with sales of 14,291.

Datsun introduced its 310 very late in 1978—it sold 785 units that year—but it has a strong claim as the most successful new model of 1979, when it sold 75,466. If one does not count it as new in '79, it certainly was the model with the greatest sales improvement.

Honda's Accord edged Civic as its top selling model, with 157,919 deliveries in 1979, compared with Civic's 155,541.

The growing popularity of diesel engines was reflected in Mercedes-Benz sales. Of Mercedes-Benz' record, 52,820 sales total for the year, 35,820, or 67.82 percent, were diesels. In 1978, diesels accounted for 52.68 percent of Mercedes-Benz sales.

At Peugeot, an even greater percentage of its 11,795 sales were diesels. Peugeot sold 8,649 diesel units in 1979, which was 73.33 percent of its total, compared with 59.87 percent diesels in 1978.

Volkswagen sold 47,996 imported diesel Rabbits and 10,412 diesel Dashers during the year, which was 46.66 percent of its import total of 125,190 sales.

VW of America sold 27,597 U. S.-built Rabbit diesels and 139,242 U. S.-built gasoline Rabbits in 1979. Total VW sales, im-

Continued on Page 66, Col. 1

New imported-car sales by model year

	1979	1978
Alfa Romeo	4,011	6,237
Arrow	48,860	28,296
Audi	42,709	40,882
Fox	6,151	19,584
4000	8,282	——
5000	26,076	20,761
5000 diesel	2,200	——
100 LS	——	537
BMW	34,520	31,439
320i	23,604	22,164
528	6,878	6,618
633csi	838	992
733	3,197	1,632
Others	3	33
Capri	——	4,079
Challenger	14,166	17,649
Colt	62,705	44,570
Datsun	472,252	338,096
210	216,812	133,771
F-10	5,744	27,132
310	75,466	785
510	53,949	57,826
810	12,116	21,351
200-SX	30,214	28,037
ZX	71,983	64,459
Misc. Hawaii	5,968	4,735
Ferrari	679	617
Fiat	58,934	60,435
128	8,439	13,798
Strada	12,285	——
X/1-9	9,347	10,817
Spider 2000	14,572	15,417
Brava	14,291	20,403
Fiesta	78,109	76,145
Honda	353,291	274,876
Accord	157,919	120,841
Civic	155,541	154,035
Prelude	39,831	——
Jaguar	3,749	4,628
XJ-6	2,512	2,657
XJ-12	542	921
XJ-S	695	1,050
Lancia	1,602	2,811
Beta Sedan	339	741
Beta Coupe	765	1,175
HPE	228	762
Zagato	263	——
Scorpion	7	133
Mazda	156,535	75,309
GLC	72,601	52,877
626	28,684	——
RX-7	54,853	19,359
Others	397	3,073
Mercedes-Benz	52,820	46,695
240-D	11,066	7,348
300-D	8,846	10,694
300-CD	2,203	2,261
300-TD	2,450	——
300-SD	11,067	4,299
230	138	593
280-E	1,577	1,907
280-CE	1,118	1,404
280-SE	1,080	3,335
450-SE	2	11
450-SEL	4,162	5,568
6.9	576	457
450-SL	6,610	6,920
450-SLC	1,922	1,897
Others	3	1
MG	26,025	26,656
MG-B	16,860	17,271
Midget	9,165	9,385
Opel	13,815	19,222
Peugeot	11,795	9,265
604	1,088	1,794
504	1,951	1,720
504 Diesel	8,649	5,547
Tourist	107	204
Porsche	13,818	17,018
924	7,710	10,433
924 Turbo	635	——
928	1,554	1,535
911	3,267	4,484
930 Turbo	652	566
Renault	18,862	15,387
Rolls-Royce	1,002	1,109
Saab	15,142	15,662
99	2,818	3,816
900 GLi	2,440	4,227
900 EMS	2,098	2,878
900 GLE	3,295	2,405
900 Turbo	4,328	2,080
Tourist	163	254
Sapporo	12,322	12,777
Subaru	127,871	103,274
Toyota	507,816	441,800
Corolla	274,934	212,757
Celica	172,815	167,366
Corona	36,570	34,823
Cresseda	11,910	12,484
Land Cruiser	5,716	8,858
Misc. Hawaii	5,871	5,512
Triumph	12,730	16,447
TR-7	4,386	6,216
Spitfire	8,344	10,231
Volkswagen*	125,190	216,283
Beetle conv.	10,681	9,932
Rabbit conv.	42	——
Rabbit diesel*	47,996	44,594
Rabbit gasoline*	——	81,559
Type II bus	15,990	23,322
Dasher gasoline	14,055	28,531
Dasher diesel	10,412	208
Scirocco	26,014	28,137
Rabbit gasoline	139,242	23,017
Rabbit diesel	27,597	——
Volvo	56,602	50,880
242	14,641	12,895
244	15,689	13,612
245	12,702	11,859
262-C	1,361	867
264	9,479	8,621
265	2,155	2,323
Tourist	575	703
TOTAL IMPORTS	2,327,932	1,998,547

*—Does not include U.S.-built.

After 25 years

Frederic W. Schermerhorn, left, dealer-operator, Colonial Chevrolet Co., Wilmington, Del., receives an anniversary plaque celebrating his 25 years with Chevrolet from L. W. Melton Jr., Philadelphia zone manager.

Bank gives away cars to entice deposits

What? No toasters or goblets?

By Edward Lapham
Financial Editor

The First National Bank of Keystone (West Virginia) is giving away cars. Well, sorta.

As part of a promotion to increase its sales of certificates of deposit (CDs), the bank has arranged a deal with two local car dealers whereby the CD purchaser receives a new car at the time he purchases the CD, as an effective interest pre-payment.

J. Knox McConnell, bank president, said the program has been very effective and he hopes to make 500 deals by the April 15 expiration date.

"That's not bad for a town with just 800 people," McConnell said. "Our original target was 150 deals, but we'll pass that by next week. We did 51 deals the first two weeks."

There are two basic plans, both of which involve the nearby Ford and Chevrolet-Oldsmobile-Cadillac dealers. The first plan is for eight years at an effective interest rate of 7.75 percent. There is a range of premiums, from a choice of a Pinto Pony or a Chevette for $6,000 right up to a Seville or Lincoln for $20,000. The other plan is for six-years at 7.5 percent with the premium range from a Pinto or Citation for $10,000 up to the Seville/Lincoln choice for $30,000.

Ron Halcomb, Ron Halcomb, Inc. (Chevrolet-Oldsmobile-Cadillac), in nearby Northfork, said the promotion has been good for him because it's helping him move cars.

"It's really worked out for us," he said. "I've delivered a variety of units from Chevettes to Cadillacs."

Halcomb said he's had a lot of additional inquiries, including some made directly to him at home. He, too, believes the campaign will be successful.

Although Halcomb uses GMAC for his wholesale and retail financing and the Ford dealer uses Ford Credit, McConnell said he is anxious to help.

"I'll never forget the car dealers," he said. "I've been in this business a long time and car dealers are a very important part of commercial banking."

The dealers sell the cars to the bank at only slightly over invoice, and since the stipulated premium cars are base models, Halcomb said he is making additional money by selling the customers options. "It's no trick, though," he said. "I don't carry any base models, but if the customer wants one, he can order it."

McConnell said his bank, which writes only direct auto retail paper, has about $3 million in auto loans outstanding.

"We felt that the community, including the dealers and the bank, needed a shot in the arm," McConnell said, "and this sure seems to be working."

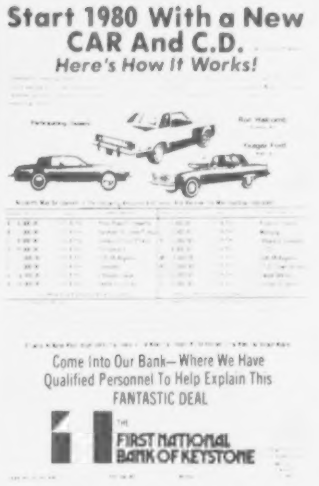
• McConnell said his bank is currently tied as second largest bank in the county after having been the fifth and smallest two years ago.

He also said he has heard from bankers at the other four banks in the county, some of whom believe his program is not proper for a bank.

Although the "free" car represents prepayment of the CD's interest which would normally be paid periodically until maturation, the IRS told McConnell that customers who take advantage of his offer will have to report the fair market value of the car as income for 1980.

But McConnell still thinks it's a good deal because the purchaser gets to enjoy the purchasing power of the interest in uninflated dollars before it actually has been earned. Naturally, the principle (face value of the CD) is returned upon maturation.

There is a penalty for early withdrawal.



Start 1980 With a New CAR And C.D.
Here's How It Works!

Come Into Our Bank—Where We Have Qualified Personnel To Help Explain This FANTASTIC DEAL

THE FIRST NATIONAL BANK OF KEYSTONE

Free cars with CDs

The First National Bank of Keystone (West Virginia) is giving away cars as interest on the purchase of certificates of deposit (CDs). The program is being offered until April 15 and is being done in cooperation with the local Ford and Chevrolet-Oldsmobile-Cadillac dealers.

Toyota Corolla top import model

Continued from Page 54

port and U.S.-built, came to 292,029, of which 86,005, or 29.45 percent, were diesels.

Rounding out the diesel entries was Audi, which sold 2,200 of its 5000 diesel models, or 5.15 of its total sales of 42,709.

Sales of all diesel-powered imported cars in 1979 totaled 105,077, which was 4.51 percent of all import sales. In 1978, diesel sales totaled 74,950, or 3.75 percent of total import sales.

Sales of turbocharged imports in 1979 totaled 8,065, about triple the preceding year's 2,646. Turbo sales in 1979 were: Saab, 900 Turbo, 4,328; Mercedes 300-TD, 2,450; Porsche 930 Turbo, 652, and Porsche 924 Turbo, 635.

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Craig's name is well-known. And to keep it that way, we keep it well-supported with plenty of national television, radio, magazine and newspaper exposure.

And on top of everything else, only Craig offers you a factory installation training program to lower costs and boost profits.

For more information, see Tom Carroll. He'll be at suite #429 in the Superdome during the NADA show. Or call one of our regional offices.

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31.9 cents a mile for '79 compacts, firm says

Hertz charts car owner's cost

NEW YORK.—Costs to own and operate 1979 domestic cars varied as much as 17 cents a mile among 20 large U. S. cities last year.

According to a survey conducted by Hertz Corp., the cost ranged from 44.2 cents a mile for compact cars in Los Angeles to 27.2 cents a mile in Cincinnati.

The Los Angeles figure is 38 percent, or 12.3 cents, above an estimated 31.9 cents a mile 1979 compact car ownership and operating cost average for the country as a whole, Hertz reported.

The new geographic breakout of auto costs ranks New York as the second most expensive city in which to drive, with compact-car operation there totaling 43.9 cents a mile last year.

Denver was third at 38.8 cents a mile, San Francisco fourth at 36.9 cents and Minneapolis fifth with 34.4 cents, the survey found.

All figures are for cars purchased new, driven 10,000 miles annually and kept three years.

Hertz has reported national average auto ownership and operating expense estimates since 1973, but the new survey is the first breakout of city-by-city cost variations.

Cost rank of other cities surveyed included: Seattle, 34 cents; Houston, 33.7 cents; Miami, 33.2 cents; Chicago, 33 cents; Milwaukee, 33 cents; Washington, D.C., 32.6 cents; Pittsburgh, 32 cents; Boston, 32 cents; Dallas and Atlanta, 31.3 cents; St. Louis, 31 cents; San Diego, 30.8 cents; Cleveland, 29.4 cents, and Detroit, 29.2 cents.

The study showed the 20-city average for subcompacts came to 31.7 cents a mile, for compacts 33.6 cents. Small mid-range models were 38.4 cents, intermediates 40.0 cents and full-size units 45.5 cents.

These major-city averages compare with previously reported country-wide averages of 30.1 cents for subcompacts, 31.9 cents for compacts, 36.5 cents for small mid-range units, 38 cents for intermediates and 43.3 cents for full-size vehicles.

Hertz said its expense estimates include costs for gasoline, oil and other service station items, maintenance, parts and repairs, licenses, fees, insurance and loan interest, plus depreciation—the difference between a vehicle's purchase price and its anticipated resale value.

The figures do not include parking or tolls, which can vary so substantially even within the same city that they cannot be calculated realistically. Other cost estimates assume "mid-city" prices, and Hertz said suburban costs can be substantially lower.

City-by-city estimates of cost of driving

City	Sub-Compact	Compact	Small Mid-Size	Intermediate	Full-Size
Atlanta	29.47c	31.27c	35.70c	37.18c	42.38c
Boston	30.13	31.97	36.50	38.02	43.33
Chicago	31.14	33.04	37.73	39.29	44.78
Cincinnati	25.67	27.24	31.10	32.39	36.92
Cleveland	27.74	29.44	33.62	35.01	39.90
Dallas	29.53	31.34	35.78	37.27	42.48
Denver	36.53	38.77	44.27	46.10	52.55
Detroit	27.52	29.20	33.34	34.72	39.58
District of Columbia	30.68	32.55	37.17	38.71	44.12
Houston	31.73	33.67	38.45	40.04	45.63
Los Angeles	41.65	44.20	50.47	52.55	59.91
Miami	31.34	33.26	37.98	39.55	45.08
Milwaukee	31.07	32.97	37.65	39.20	44.68
Minneapolis	32.45	34.43	39.31	40.94	46.66
New York City	41.38	43.91	50.14	52.21	59.51
Pittsburgh	30.19	32.04	36.58	38.10	43.43
St. Louis	29.17	30.95	35.34	36.80	41.95
San Diego	29.04	30.82	35.19	36.65	41.77
San Francisco	34.79	36.92	42.16	43.90	50.04
Seattle	32.01	33.97	38.79	40.39	46.04
20-CITY AVERAGE	31.66	33.60	38.36	39.95	45.54
NATIONAL AVERAGE	30.10	31.94	36.47	37.98	43.29

Loss payment summary

Model Year	Body Style	Total Exposure (Insured Vehicle Years)	Relative Claim Frequency	Relative Average Loss Pymt. Per Claim	Relative Average Loss Pymt. Per Insured Vehicle Year
1978	Regular 2-Door Models	54,969	97	90	87
1980	X-Body 2-Door Models	9,393	88	89	78
1979	Regular 4-Door Models	17,016	79	92	73
1980	X-Body 4-Door Models	9,944	74	97	72
1978	All Reg. 2 & 4-Door Models	71,985	93	90	84
1980	All X-Body Models	19,337	80	92	74

X-car collision loss called lower than others

WASHINGTON. — Initial collision-coverage reports on General Motors X-body cars indicate that they are faring somewhat better than other compacts, according to the Highway Loss Data Institute.

The institute compared results for the X-cars with 1979 model AMC Concord, Buick Century/Regal, Chevrolet Malibu, Ford Fairmont and Granada, Mercury Zephyr and Monarch, Oldsmobile Cutlass, Pontiac LeMans and Grand Am and the two-door Dodge Aspen and Plymouth Volare.

Nine insurers supplied data from collision coverage and loss experience for the period May 1-Sept. 30, 1979. Only those 1979 cars insured after April 15, 1979, were used to compute 1979 results for the comparison.

In the accompanying table, a figure of 100 represents the overall result for all 1979 models.

In a comparison of the biggest-selling individual makes and series, the Chevrolet Citation ranked second among the five regular two-door compacts. Ford Fairmont was first, with a relative average loss payment per insured vehicle year of 78. Citation was second with 83, followed by Oldsmobile Cutlass, 88; Buick Century/Regal, 97, and Chevrolet Malibu, 101.

Citation ranked first among the three regular four-door compact models having more than 3,000 insured vehicle years of exposure. The Citation had a relative average loss payment per insured vehicle year of 75, followed by Chevrolet Malibu and Ford Fairmont, both at 79.

November registrations top 166,000

Imports crack record eighth time in the year

By Richard A. Wright
Assistant Managing Editor

For the eighth time in the year and for the second month in a row, registrations of new imported cars in November set a monthly record, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in November totaled 166,960, up 19.30 percent from the previous record of 139,945 set a year earlier.

Import penetration of total U. S. registrations was 23.03 percent in November, up from 16.95 percent a year earlier.

For the first 11 months, total import registrations were 2,142,594, up 19.85 percent from 1,787,721 in the first 11 months of 1978. And with a month to go, the 11-month total had already exceeded the full-year record of 1,967,759, set in 1977.

Imports accounted for 22.55 percent of U. S. new-car registrations during the first 11 months, up from 17.88 percent in 1978.

• In November, Datsun deposed Toyota as the top import make in registrations and was one of only three nameplates among the top 10 to increase its share of the import market compared with a year earlier.

Datsun was the biggest gainer, boosting its import market share by fully 5.05 percentage points to 21.54 percent Honda gained 2.88 points to 13.98 percent and Mazda was up 2.82 points to 7.77 percent.

Biggest loss in November from a year earlier among the top 10 was suffered by Volkswagen, which took 11.89 percent of import registrations, down 1.65 percentage points.

Others losing in market share were Toyota, down 0.46 of a point to 19.52 percent; Subaru, off 0.81 of a point to 3.81 percent; Fiesta, down 0.62 of a point to 3.04 percent; Mercedes, also down 0.62 of a point to 2.18 percent, and Volvo, off 0.81 of a point to 2.02 percent.

The top 10 imports accounted for 87.77 percent of November import registrations, compared with 82.74 percent a year earlier. Year to date through November, the top 10 accounted for 86.24 percent of the total, compared with 84.46 percent in 1978.

• Japan continued to increase its hegemony in the U. S. import market, accounting for 71.19 percent of import registrations in November, up from 64.57 percent a year earlier and up from 70.36 from the preceeding month.

Registrations in November by country of origin, with year-earlier figures in parentheses, were: Japan, 118,852 (90,358); West Germany, 35,432 (35,190); Sweden, 4,597 (5,041); Italy, 3,485 (4,606); United Kingdom, 2,499 (2,973), and France, 2,095 (1,777).

Registrations by country of origin for the first 11 months of 1979, with year-earlier figures in parentheses, were: Japan, 1,488,022 (1,195,262); West Germany, 464,313 (408,894); Sweden, 63,452 (57,005); Italy, 59,827 (60,780); UK, 40,111 (45,048); France, 26,868 (20,726), and others, 1 (6).

• Registrations of imported light trucks in November totaled 36,630, up 10.92 percent from 33,023 a year earlier.

Registrations of imported light trucks in November, with year-earlier figures in parentheses, were: Toyota, 10,101 (10,025); Datsun, 8,361 (8,798); LUV, 7,069 (6,363); Courier, 5,235 (5,091), and others, 5,864 (2,746).

The light-truck import total for the first 11 months was 439,249, up 41.93 percent from 309,488 the preceding year.

Registrations of imported light trucks in the first 11 months of 1979, with year-earlier figures in parentheses, were: Toyota, 117,941 (86,473); Datsun, 90,573 (80,425); LUV, 88,659 (54,317); Courier, 68,985 (61,710), and others, 73,091 (26,563).

IMPORT REGISTRATION SHARES IN U. S.

NOVEMBER

	Regis., Nov., 1979	Market Percent Share of	Regis., Nov., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Datsun	35,967	21.54	23,073	16.49	+ 5.05
Toyota	32,600	19.52	27,967	19.98	— 0.46
Honda	23,343	13.98	15,539	11.10	+ 2.88
Volkswagen	19,850	11.89	18,950	13.54	— 1.65
Mazda	12,973	7.77	6,923	4.95	+ 2.82
Subaru	6,354	3.81	6,462	4.62	— 0.81
Fiesta	5,070	3.04	5,126	3.66	— 0.62
Mercedes	3,635	2.18	3,921	2.80	— 0.62
Colt	3,379	2.02			
Volvo	3,370	2.02	3,963	2.83	— 0.81
Fiat			3,874	2.77	
All Others	20,419	12.23	24,147	17.26	— 5.03
TOTAL	166,960		139,945		
Share of U. S. Total		23.03		16.95	+ 4.67

Registrations not available for Oklahoma, delayed for Hawaii.

11 MONTHS

	Regis., 11 mos., 1979	Percent Share of Market	Regis., 11 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	423,790	19.78	399,985	22.37	— 2.59
Datsun	401,555	18.74	311,475	17.42	+ 1.32
Honda	307,190	14.34	238,232	13.33	+ 1.01
Volkswagen	265,527	12.39	215,904	12.08	+ 0.31
Mazda	130,367	6.09	63,465	3.55	+ 2.54
Subaru	88,538	4.13	71,737	4.01	+0.12
Fiesta	71,005	3.31	70,519	3.95	— 0.64
Colt	56,049	2.62	41,471	2.32	+ 0.30
Fiat	54,204	2.53	53,094	2.97	— 0.44
Volvo	49,497	2.31	43,959	2.46	— 0.15
All Others	294,872	13.76	277,880	15.54	— 1.78
TOTAL	2,142,594		1,787,721		
Share of U. S. Total		22.55		17.88	+ 4.67

Factories list auction dates

American Motors

Feb. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 14—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 21 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 27—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 28—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

AMC sales are open to all dealers.

Chrysler Corp.

Feb. 11—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 12—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 13 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 14 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 15 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

Feb. 19—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 20 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 21 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 22 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 26—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 28 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 29 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

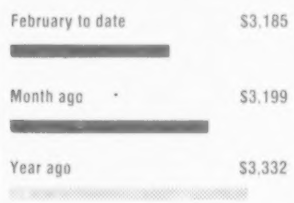
Feb. 12—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 13 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Continued on Page 174, Col. 1

Used car sales

Auction averages



Model breakdown

Auction averages

	February to Date	Jan	Dec
1980	$6,330	$6,187	
1979	4,957	5,414	$5,608
1978	3,859	3,591	3,741
1977	2,890	2,730	3,043
1976	2,245	2,233	2,297
1975	1,830	1,802	1,828
1974	1,360	1,456	1,409
1973	1,046	1,138	1,120
Overall Average	$3,165	$3,175	$3,262

used-car auction directory

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First rise in 10 months: imports' share at record 27 pct.

New-car sales gain in January

Continued from Page 2

into debt and tax penalties for saving money, may be bringing out buyers who figure the price of cars is going to continue to rise.

And the rising cost of gasoline, of course, favors those makes with a reputation for good mileage — mainly the imports.

Import penetration of the U. S. market in January was 27.02 percent, highest level for any month in history. It came in the midst of charges from U. S. businessmen of dumping by the Japanese auto makers.

- By keeping pace with last year's January sales in an otherwise declining domestic market, GM earned a (monthly) record 64.80 percent. During the Jan. 21-31 period, GM sales accounted for a staggering 67.41 percent, surpassing the former record of 63.85 percent set March 11-20, 1978. A year ago GM earned 59.32 percent of the January domestic market.

Ford's share dipped to 21.61 percent from 26.19 percent. Chrysler sales accounted for 9.25 percent of the market, down from 11.41 percent. VWoA earned 2.32 percent, up from 1.83 percent, and AMC cornered 2.02 percent, up from 1.25 percent.

Only five of the 13 domestic makes reported sales gains in January. AMC was up 47.86 percent; VWoA was up 15.85 percent; Buick was up 6.83 percent to a record 60,132 from the former record, 56,290; Chevrolet was up 0.49 percent to 163,993 from 163,198, and Pontiac was up 1.25 percent, to 58,772 from 58,045.

With 26 selling days both this year and last, the daily selling rate of 22,605 was down 8.81 percent from 24,790.

The total new-car industry selling rate for January was 11.5 million.

Imports accounted for the largest segment of the market class, with their record 27.02 percent. U. S. subcompacts were 14.38 percent, subcompacts were 19.68 percent, intermediates were 21.13 percent, standards were 12.65 percent and luxury models were 5.14 percent.

Domestic third-period sales were up 11.73 percent, to 280,309 from 250,873 last year. There were 10 selling days this year compared with nine in 1979. It was the first increase for a 10-day period since mid-September, 1979.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1980	Same Period, 1979	January, 1980	Same Month, 1979
Spirit/Gremlin			4,289	2,418
Concord/Hornet			4,192	4,928
Pacer			374	705
Eagle			3,049	
AMERICAN MOTORS*	7,000†	3,100†	11,904	8,051
Horizon	5,987	5,798	12,537	12,449
Volare	2,698	4,241	6,528	10,370
Voyager		317		705
Fury		225		562
Plymouth	174		498	
Total Plymouth	8,859	10,581	19,563	24,086
LeBaron	2,618	3,401	4,884	8,246
Cordoba	1,931	2,162	5,071	5,354
Chrysler	1,447	3,058	3,057	7,156
Total Chrysler	5,996	8,621	13,012	20,756
Omni	4,535	5,194	10,136	11,048
Aspen	2,301	3,002	5,318	7,731
Sportsman		1,125		2,386
Diplomat	1,126	1,310	2,129	3,673
Monaco		238		558
Mirada/Magnum	996	873	2,652	2,177
Dodge	614	571	1,545	1,146
Total Dodge	9,572	12,313	21,780	28,719
CHRYSLER CORP	24,427	31,515	54,355	73,561
Pinto	5,543	5,560	13,733	13,952
Mustang	8,956	7,878	20,088	19,878
Fairmont	9,387	8,512	22,580	21,607
Club Wagon		1,383		3,619
Granada	2,972	4,463	7,096	11,689
LTD II	234	1,684	583	4,180
Thunderbird	5,777	5,833	12,396	16,384
Ford	6,043	9,055	13,403	23,765
Ford Division	38,912	44,368	89,879	115,074
Bobcat	1,245	1,377	2,790	3,232
Zephyr	2,882	2,669	6,823	7,110
Monarch	1,264	1,533	2,972	4,652
Cougar		460		1,292
XR-7	2,809	4,104	5,941	10,235
Capri	2,298	2,406	5,528	5,813
Mercury	1,961	2,985	5,293	8,131
Total Mercury	12,459	15,534	29,347	40,465
Versailles	278	487	581	1,367
Lincoln	1,248	2,462	2,978	6,822
Mark VI	1,675	1,843	4,215	5,079
Total Lincoln	3,201	4,792	7,774	13,268
L-M Division	15,660	20,326	37,121	53,773
FORD MOTOR	54,572	64,694	127,000	168,807
Skyhawk	450	459	1,067	1,255
Skylark	5,933	1,629	14,903	4,326
Century	3,893	1,647	10,752	4,540
Regal	5,880	7,159	15,964	19,560
LeSabre	2,114	5,066	7,164	12,568
Electra	3,039	3,411	6,508	8,885
Riviera	1,290	2,205	3,774	5,156
Buick Division	22,599	21,576	60,132	56,290
Seville	1,635	1,634	3,892	4,185
Cadillac	5,547	8,029	14,127	18,655
Eldorado	1,994	2,185	4,618	5,706
Cadillac Division	9,176	11,848	22,637	28,546
Chevette	19,593	8,407	34,261	20,927
Monza	6,969	4,181	12,117	11,638
Citation/Nova	19,229	3,816	32,857	11,781
Sportvan		1,109		2,677
Camaro	6,602	7,115	11,081	18,857
Malibu	13,231	10,644	22,663	28,987
Monte Carlo	9,352	7,575	16,133	21,964
Chevrolet	19,176	15,461	31,707	43,392
Corvette	1,769	1,172	3,174	2,975
Chevrolet Division	95,921	59,480	163,993	163,198
Starfire	582	541	1,415	1,384
Omega	2,998	781	6,801	2,220
Cutlass	8,461	2,843	18,092	7,671
Supreme	10,022	11,314	23,590	30,483
Olds 88	5,751	8,090	14,393	20,632
Olds 98	2,915	3,500	6,962	9,191
Toronado	1,636	1,848	4,061	4,690
Oldsmobile Division	32,365	28,917	75,314	76,271
Sunbird	5,228	2,605	9,865	6,028
Phoenix/Ventura	5,634	1,311	9,753	3,079
Firebird	4,318	5,640	8,619	13,529
LeMans	3,718	3,843	8,314	8,892
Grand Prix	4,933	5,347	10,976	13,094
Pontiac	5,056	5,388	11,245	13,423
Pontiac Division	28,887	24,134	58,772	58,045
GENERAL MOTORS	183,948	145,955	380,848	382,350
VOLKSWAGEN	5,362	5,609	13,632	11,767
INDUSTRY TOTALS	280,309	250,873	587,739	644,536
IMPORT TOTAL			217,639	138,238
U. S. TOTAL			805,378	782,774

†—Estimate.

*—AMC does not have a nameplate breakout for 10-day periods.

U. S. makers build 531,584 for month

January car output declines 33 pct.

By Michele Raquepau
Staff Writer

Total U. S. auto production of 531,584 for January was down 32.82 percent from the 791,334 produced in January, 1979.

Though the industry's production was down, American Motors produced 16,688 cars this January to increase its month's production by 106.84 percent over the 8,068 it built last January.

The January breakdown for the other companies was: Chrysler Corp., 47,805, down 41.60 percent from 1979's 81,851; Ford Motor Co., 81,777, down 81.94 percent from the 237,540 last January, and General Motors, 379,305, down 16.24 percent from the 452,855 built in January, 1979.

The 141,860 cars produced last week was a decline of 2.26 percent from the previous week's 145,135 and a 24.60 percent drop from the year-ago total of 188,143.

Year-to-date production of 702,471 is off 33.82 percent from the 1,061,531 produced last year by this date.

GM produced 101,806 cars last week to bring it's share of year-to-date production to 71.23 percent. Ford built 15,915 cars last week and has 14.58 percent of the year's total.

The year-to-date breakdown for the other makers is: American Motors, 4,760 estimated cars last week and 3.17 percent of the year-to-date total; Chrysler, 14,470 last week and 9.32 percent; Volkswagen, 4,809 units last week and a 1.65 percent share, and Checker, 100 for 0.05 percent.

GM's Janesville (Wis.) passenger-car line will close today (Feb. 11) for one week to balance inventories. The Willow Run, Tarrytown and Wilmington points worked six days last week.

Volkswagen of America is working one hour of overtime Monday through Thursday this week on both shifts. No overtime is scheduled for Friday or Saturday. The Westmoreland plant has been back to full operation since a strike at its South Charleston stamping plant was resolved Jan. 24.

Chrysler's Lynch Rd. plant is scheduled to reopen Feb. 11.

Ford plants in Atlanta, St. Louis, Chicago, Lorain, Mahwah, Wayne, San Jose and Wixom were down last week.

U. S. CAR PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
AMERICAN MOTORS	4,760*		3,992*	16,688	8,376*	22,246
Gremlin						
Eagle				7,238		
Concord				5,607		
'78 AMX						
Pacer						
Matador						
Spirit				3,843		
CHRYSLER CORP.	14,470	24,717	16,126	47,805	108,387	65,500
Plymouth Total	6,310	9,428	7,016	21,208	37,970	28,921
Horizon	3,080	4,412	3,252	14,094	20,118	17,824
Volare	3,130	4,704	2,943	5,247	17,195	8,966
'80 Gran Fury			651	1,530		1,660
Caravelle	100	312	170	337	657	471
Chrysler Total	1,920	6,007	2,693	6,400	28,343	8,859
Chrysler		2,984	545	2,527	15,573	2,636
LeBaron	1,920	3,023	2,148	3,873	12,770	6,223
Dodge Total	6,240	9,282	6,417	20,197	42,074	27,720
Omni	2,930	3,482	2,868	12,834	15,718	16,337
St. Regis		1,084	487	1,537	7,388	1,635
Diplomat	1,020	1,650	806	1,578	6,962	2,759
Aspen	2,290	3,063	2,256	4,248	12,006	6,989
FORD MOTOR	15,915	47,386	23,500	81,777	305,250	102,392
Ford Division	10,007	28,339	16,985	60,317	193,553	73,721
Pinto	3,032	3,303		2,262	19,382	5,294
Mustang II/Mustang	4,012	7,634	4,181	14,761	45,934	19,609
Fairmont	2,963	4,262	6,399	14,652	25,051	18,895
Granada		4,053	3,838	8,627	21,811	9,395
LTD II		1,031			5,592	
Thunderbird		7,460	2,567	12,261	35,659	12,774
Ford		596		7,754	40,124	7,754
L-M Division	5,908	19,047	6,515	21,460	111,697	28,671
Mercury Total	5,908	14,537	6,389	17,869	85,125	25,055
Bobcat	968	838		174	5,474	1,142
Capri	1,492	1,878	1,399	3,935	11,726	5,707
Zephyr	877	1,721	2,127	4,931	7,862	6,234
Monarch		2,293	836	2,424	12,158	2,591
Cougar/XR7		4,582	2,027	4,854	26,753	5,259
Mercury	2,571	3,225		1,551	21,152	4,122
Lincoln Total		4,510	126	3,591	26,572	3,616
Lincoln		2,109		1,248	12,615	1,248
Versailles		660	126	469	3,629	494
Mark VI		1,741		1,874	10,328	1,874
GENERAL MOTORS	101,806	111,036	96,359	379,305	609,095	500,383
Buick Division	18,307	17,053	16,693	70,697	89,133	92,343
Skyhawk		696			2,629	
Skylark/'79-'80	4,762	784	4,068	21,588		27,164
Century	3,765	1,238	3,221	12,226	6,239	16,635
Regal	4,595	5,538	4,047	15,299	31,398	20,703
Buick	3,990	7,240	3,868	15,874	40,489	20,638
Riviera	1,195	1,557	1,489	5,710	8,378	7,203
Cadillac Division	7,266	9,058	7,644	26,444	52,115	35,239
Seville	1,103	1,288	1,368	5,214	7,612	6,591
Cadillac	4,626	5,693	4,663	15,714	33,334	21,273
Eldorado	1,537	2,077	1,613	5,516	11,169	7,375
Chevrolet Division	43,586	45,992	39,750	161,540	255,739	213,076
Chevette	10,810	6,804	8,955	39,479	37,517	52,080
Monza	3,055	3,300	2,845	13,100	18,979	16,724
Camaro	3,270	5,527	2,688	11,290	36,712	15,097
Nova/Citation	9,631	1,495	8,630	41,415	2,969	52,772
Malibu	5,855	8,379	5,801	19,128	49,949	26,143
Monte Carlo	3,845	6,749	3,679	11,773	39,184	16,354
Chevrolet	6,120	12,761	6,194	20,809	64,739	28,168
Corvette	1,000	977	958	4,546	5,690	5,738
Oldsmobile Division	17,217	23,348	17,196	68,586	121,595	89,242
Starfire		400			2,519	
Omega/'79-'80	3,012	428	2,535	10,206		13,725
Cutlass	6,670	10,475	6,907	30,617	55,561	38,668
Oldsmobile	6,450	10,482	6,715	23,209	55,135	31,002
Toronado	1,085	1,563	1,039	4,554	8,380	5,847
Pontiac Division	15,430	15,585	15,076	52,038	90,513	70,483
Acadian†	450	378	447	1,313	2,050	1,852
Sunbird	3,345	2,213	3,411	13,862	11,432	17,889
Phoenix/'79-'80	2,715		2,611	11,616		14,853
Firebird	2,490	4,181	2,081	8,400	27,392	11,306
LeMans	1,635	2,216	1,563	4,246	13,264	6,194
Grand Prix	2,075	2,239	2,158	5,579	12,161	8,086
Pontiac	2,720	4,358	2,805	7,022	24,214	10,303
VOLKSWAGEN	4,809	2,518	5,084	5,780	13,823	11,606
CHECKER	100*	88	74	229	585	344
Total Cars, U. S.	141,860	188,143	145,135	531,584	1,061,531	702,471

Truck production skids for month: total off 51 pct.

U. S. truck production of 165,590 for January fell 51.34 percent from the 340,292 produced last January.

Production last week of 34,994 dropped 22.74 percent from the previous week's 45,294 and 54.70 percent from the year-ago week's 77,255.

Year-to-date production of 209,643 is down 54.72 percent from the 463,010 for the comparable 1979 period.

Chevrolet built 11,292 trucks last week and has a 36.52 percent share of the year-to-date total. Ford follows closely with 11,143 last week and 33.63 percent of the year's total.

The breakdown for the other makers is: GMC, 4,002 last week, 9.59 percent of the year's build; Dodge, 3,200 last week and 8.35 percent for the year; Mack, 620 last week, 1.59 percent for the year; Jeep, 2,620 last week, 6.15 percent for the year; Volkswagen of America, 687 last week, and 0.79 percent; AM Corp., 430 last week, 0.70 percent of the year-to-date, and White, 200 and 0.50 percent. Miscellaneous truck makers produced 800 last week and have 2.18 percent for the year.

International has not produced any trucks since Nov. 1, 1979, because of a strike.

The General Motors Detroit and Lordstown truck plants were down last week.

Chevrolet Detroit assembly was down last week and will remain closed this week because of a strike at Union City Body Co. in Indiana.

Chrysler's Jefferson, Missouri and Warren points will be closed this week, idling 4,800 hourly workers.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHEVROLET	11,292	23,745	14,928	62,292	139,911	76,570
DODGE/PLYMOUTH	3,200	11,774	4,502	13,406	69,609	17,507
FORD	11,143	24,667	16,813	56,000	158,302	70,506
GMC	4,002	7,761	3,726	15,362	44,850	20,109
INTERNATIONAL		3,051			16,845	
MACK	620	788	711	2,587	4,369	3,349
WHITE	200	319	197	813	1,946	1,053
JEEP	2,620*	3,800*	2,524*	9,752	19,540	12,876
AM CORP.	430*	450*	446*	935	2,238	1,454
VOLKSWAGEN	687		647	843		1,659
MISCELLANEOUS	800	900	800	3,600	5,400	4,560
Total Trucks, U. S.	34,994	77,255	45,294	165,590	463,010	209,643

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHRYSLER CORP.	1,600	2,180	1,568	1,262	11,729	3,175
FORD MOTOR	4,482	5,464	3,661	15,245	30,205	20,459
GENERAL MOTORS	6,154	6,295	5,746	24,094	37,229	31,397
AMERICAN MOTORS		1,440*		2,756	7,581	2,756
INTERNATIONAL	290	454	118	631	2,480	945
MACK	60	76	61	262	455	334
WHITE	65	89	63	252	502	330
Total Trucks, Canada	12,651	15,998	11,217	44,502	90,181	59,396
N. American Trucks	47,645	90,855	56,511	210,092	537,176	1,058,541

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

Canadian output up for week, but month shows dip

Canadian car and truck production totals for January dropped by over 30 percent from last year.

The 65,781 cars produced in January of this year was a decline of 31.15 percent from 1979's January total of 95,539 units.

Last week, 17,871 cars were assembled in Canada, a rise of 5.80 percent from the previous week's figure of 16,892. Last week's production was down 28.23 percent, however, from the 24,902 built in the same week of 1979.

The year-to-date figure of 87,031 is a drop of 35.46 percent from the 134,846 assembled by this date in 1979.

General Motors has 67.01 percent of year-to-date production. Ford Motor Co. claims 19.19 percent of 1980 production; Chrysler Corp., 12.35 percent, and Volvo, 1.45 percent.

Weekly truck production was also up while year-to-date figures have dropped.

Canadian plants produced 44,502 units this January, down 34.45 percent from 1979's 67,891.

Last week 12,651 trucks were built, up 12.78 percent compared with the previous week's 11,217 but down 20.92 percent from the 15,998 built in the same week one year ago.

The year-to-date figure of 59,396 is down 34.14 percent from the 90,181 built by this date last year.

GM has 52.86 percent of the year-to-date truck production, with Ford following at 34.44 percent.

Chrysler is closing its Windsor assembly plant today (Feb. 11) for three weeks.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHRYSLER CORP.		4,392	3,233	10,108	25,470	10,755
FORD MOTOR	6,520	8,220	5,039	9,171	34,792	16,699
GENERAL MOTORS	11,126	12,110	8,395	45,512	73,540	58,317
VOLVO	225	180	225	990	1,044	1,260
Total Cars, Canada	17,871	24,902	16,892	65,781	134,846	87,031
N. American Cars	159,731	213,045	162,027	597,365	1,196,377	789,502
N. American Trucks	47,645	90,855	56,511	210,092	537,176	269,039
North American Cars and Trucks	207,376	303,900	218,538	807,457	1,733,553	1,058,541

†—All Acadians are built for sale in Canada. ***—Estimated.**

Factories list auction dates

Continued from Page 172

Feb. 14—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 19—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 21 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Feb. 27—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

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Fight over import growth dominates NADA meeting

By Robert M. Lienert
Editor

NEW ORLEANS.—The NADA convention here last week nearly got away from NADA.

Going in, the convention program had been geared to energy as the leading topic of concern. The formal program stuck pretty much to that track, but in the overall picture, energy was relegated to a distant second place.

The spectre of a rising import tide clearly dominated major addresses, peripheral sessions, press conferences and corridor conversations.

It became such a bitter bone of contention that the incoming NADA president, Denver's George S. Irvin, decided during the convention to go to Japan himself to urge manufacturers to build plants in the U. S.

He made the announcement at the convention's closing session.

Irvin told Automotive News that on his trip to Japan — for which no date has been set—he will see as many manufacturers as possible, including those in which U. S. makers hold a financial interest.

"I'll be gone as long as it takes to get the job done," he said, but in the next breath he said, "I don't expect to get commitments."

(In Tokyo, the Ministry of International Trade and Industry said the Japanese government has urged Toyota and Nissan to limit exports and to launch production in the U. S. An MITI spokesman said the government couldn't force the auto makers to follow its suggestion and, even if they did, it would take a lot of time and money.

(MITI also said it plans to send Haohiro Amaya, vice minister for foreign affairs, to Washington for discussions designed to avoid an automotive trade war between Japan and the U. S.

(Officials of Honda Motor Co. told UAW President Douglas Fraser that the factory they will build in Ohio will be larger than previously announced, the Detroit Free Press reported.

(The new plant will include a stamping plant and facilities for parts fabrication, the newspaper said).

Until Irvin spoke, the convention's buzz words had been "local content," "free trade," "fair trade," "protectionism" and "quotas."

• Consensus of those attacking imports was that the time has come to curtail the free and burgeoning market that imports have enjoyed up till now.

On the other side were those who held that imports are selling well because they offer the products Americans want, and if the U. S. industry can't offer that kind of car, let it stay in trouble.

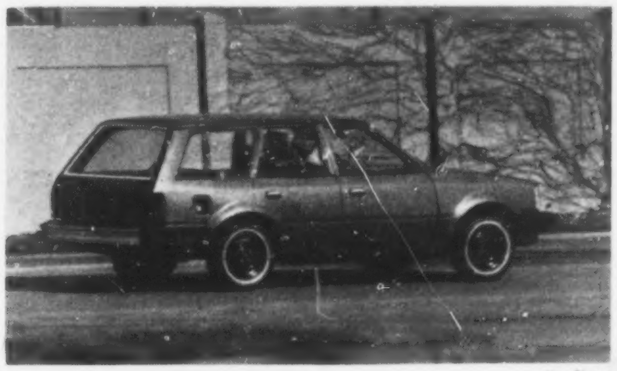
NADA, with members in both camps, did its best to straddle the fence on the issue.

NADA directors obviously did not anticipate the dust-up and in effect, got the convention off on the wrong foot. In action taken here just before the convention formally opened, NADA directors passed a resolution declaring the association opposed any form of quota or tariff on imported vehicles.

Such restraints, said the direc-

Continued on Page 33, Col. 1

Baby Ford wagon



Jim Plegue

Escort prepped for '81

Unofficial photos show four-door wagon version of the front-drive Ford Escort, which will debut, along with a two-door hatchback, in 1981. Mercury's version, the Lynx, will also be offered as a two-door hatchback and four-door wagon. Standard engine will be a 1.3-liter or 1.6-liter inline four. Escort, left, has horizontal-bar grille, while Mercury Lynx has vertical format grille.

Unit total dips 63.000 to 1.598.548

New-car supply trimmed to 71 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to trim their new-car inventories during January, slicing some 63,000 from the total after cutting out more than 100,000 units the preceding month.

The industry has 1,598,548 new U. S.-built cars in stock Feb. 1, a 71-day supply. This was down from 1,661,718 Jan. 1, a 75-day supply. A year earlier, the industry had 1,884,772 new cars in stock Feb. 1, a 76-day supply.

Table on Page 34.

Chrysler Corp. and American Motors bucked the industry trend and boosted their days-supply figures during the month, although Chrysler's unit count actually declined slightly.

Chrysler had a 120-day supply Feb. 1, compared with a 113-day stock a month earlier, while AMC saw its inventory rise to a 104-day supply, compared with a 78-day stock Jan. 1.

• Ford Motor Co. accounted for the lion's share of the industry's unit count decline during the month and opened February with an 83-day supply, compared with 86 days a month earlier.

General Motors cut its unit count slightly and trimmed its days-supply figure from 65 to 60. GM had the only shortages in the domestic industry, as its X-body cars continued to sell as fast as they could be built.

Volkswagen of America saw its inventory of U. S.-built Rabbits slide from a 42-day supply Jan. 1 to a slim 29-day stock.

The Feb. 1 domestic new-car inventory was divided this way: GM, 54.55 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 15.69 percent; AMC, 2.97 percent, and VWoA, 0.94 percent.

A month earlier, the new-car inventory was divided this way: GM, 52.78 percent; Ford Motor Co., 27.74 percent; Chrysler Corp., 15.49 percent; AMC, 2.69 percent, and VWoA, 1.30 percent.

• By size class, stocks of every segment except luxury were trimmed in January, with the biggest cut in subcompacts.

Subcompacts were in 58½-day supply Feb. 1, compared with 75½ days a month earlier. Compacts were down to 62 days from 65.

The industry had an 81-day supply of intermediates, down from 87 days; an 84-day stock of standards, down from 91 days, and a 63-day supply of luxury cars, up from 53 days a month earlier.

The Feb. 1 inventory was divided this way among the size classes: Subcompact, 16.30 percent; compact, 23.77 percent; intermediate, 33.10 percent; standard, 20.60 percent, and luxury, 6.23 percent.

A month earlier, the inventory was divided by size class as follows: Subcompact, 16.47

Continued on Page 34, Col. 4

breaking news

Sneva, Toms testify for Ford

WINAMAC, Ind. — Tom Sneva, internationally known race driver, appeared as a witness for Ford Motor Co. in the Pinto trial here. Sneva, 31, who has finished second twice in the Indianapolis 500, was involved in a spectacular fiery crash at 180 MPH in the 1975 race. Gas tank design and safety are important parts of the Pinto case. Douglas Toms, former head of NHTSA, also testified for Ford. He talked of the early days of the agency and how it set priorities.

California eyes gasohol certification tests

SACRAMENTO. — If the use of gasohol becomes widespread in the state, the California Air Resources Board may require vehicle manufacturers to run exhaust and evaporative emissions tests on that fuel. A CARB official said the agency is concerned that the higher vapor pressure of gasohol may cause some cars to fail to meet the state's emission standards. A hearing on a separate certification procedure for gasohol is scheduled for March 26 in Los Angeles.

Honda to hike production capacity

TOKYO.—Honda plans to raise its auto production capacity from 800,000 to 900,000 a year by next spring. The firm exported 65 percent of its car output during 1979.

See BREAKING NEWS, Page 39, Col. 1

Imports vow allout battle against curbs

By Robert W. Irvin
Editor-at-Large

NEW ORLEANS. — Auto importers have vowed an allout fight in Washington against efforts by the domestic car makers to curb Japanese sales in the American market.

The importers oppose calls by American industry executives for legislation to limit foreign-car sales unless the Japanese agree to build auto manufacturing plants in the U. S.

The Japanese accounted for about 70 percent of the record 2.3 million import cars sold in this country last year.

The battle lines were drawn during the NADA convention here last week.

First, the Japanese came under attack in a series of statements and speeches by Chrysler Chairman Lee A. Iacocca, General Motors Executive Vice President Roger B. Smith and Ford Executive Vice President William O. Bourke.

They warned that the future of the American auto industry was being jeopardized by growing import sales which reached 27 percent of the overall market in January.

Then came the import counter-attack led by Robert McElwaine, president of the American Imported Automobile Dealers Assn. (AIADA). He accused the U. S. industry executives of hypocritically trying to stifle Japanese competition while owning shares of companies in Japan themselves.

The several hundred dealers and import auto executives who heard McElwaine at a luncheon meeting then passed a resolution which "deplored" the proposals to establish a local content law on cars sold in the U. S.

Such a law would directly threaten the imports' present marketing setup by forcing them to build their cars here if they wanted to continue thriving in the American market.

The AIADA held its 10th an-

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NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Feb. 1, 1980	Jan. 1, 1980	Feb. 1, 1979
Spirit	94½	98	177
Concord	109	76	132
Eagle	107	57	—
Pacer	128½	110½	204
AMERICAN MTRS.	104	78	152
Horizon	72½	93	69
Volare	143½	99	120
Gran Fury	142	140	—
Plymouth	98	97	95
LeBaron	145	112	113½
Cordoba	154	132	140½
Chrysler	163	131	128
Chrysler	153	124	125
Omni	74	89	58
Aspen	150	111	130½
Diplomat	221	165	167
Mirada	163	164½	180
St. Regis	115	177	382
Dodge	109	119	120
CHRYSLER CORP.	120	113	113½
Pinto	80	115	101
Mustang	84	99	77
Fairmont	63	69	116
Granada	106	98	110
Thunderbird	108	88	60
Ford	103	88	130
Ford	84	89	98½
Bobcat	79	105	106
Capri	79	88	76
Zephyr	58	62	117
Monarch	85	77	107
Cougar XR-7	101	92	76
Mercury	63	68	108
Mercury	77	80	96
Versailles	95	71	108
Lincoln	120	94	46
Mark VI	86	67	62
Lincoln	100	76	61
FORD MOTOR CO.	83	86	95
Skyhawk	105	168½	63½
Skylark	16	14½	72½
Century	40	47	66
Regal	57½	71½	59
LeSabre	100	79	46
Electra	68½	70	56
Riviera	63	50	26
Buick	51½	57	54
Seville	62	46	58
Cadillac	59	47	33
Eldorado	36½	31	34
Cadillac	55	44	37
Chevette	43	49½	67
Monza	60	85	61
Citation	29	26	87
Camaro	95½	106	35
Malibu	75	81½	77
Monte Carlo	99	99½	105
Chevrolet	94	93	66
Corvette	47	48	33
Chevrolet	65	70	71
Starfire	72½	152	60
Omega	22	23	73
Cutlass	40	55	55
Supreme	54	73	48
Olds 88	50	51½	27
Olds 98	51	48	35
Toronado	46	51	29
Oldsmobile	47	57	41
Sunbird	59	85	58
Phoenix	13	17	105
Firebird	101	105	32½
LeMans	81½	96	88
Grand Prix	95½	95	84
Pontiac	80	71½	70
Pontiac	72	78	68
GENERAL MOTORS	60	65	59½
VOLKSWAGEN	29	42	29
TOTAL CARS, U.S.	71	75	76

New-car stock cut to 71 days

Continued from Page 1

percent; compact, 23.84 percent; intermediate, 32.90 percent; standard, 20.94 percent, and luxury, 5.85 percent.

• The Feb. 1 days-supply figures by market class were:

Subcompact—Rabbit, 29; Chevette, 43; Sunbird, 59; Monza, 60; Horizon, 72½; Starfire, 72½; Omni, 74; Bobcat, 79; Pinto, 80; Spirit, 94½, and Skyhawk, 105.

Compact—Phoenix, 13; Skylark, 16; Omega, 22; Citation, 29; Zephyr, 58; Fairmont, 63; Capri, 79; Mustang, 84; Camaro, 95½; Firebird, 101; Eagle, 107; Concord, 109; Pacer, 128½; Volare, 143½, and Aspen, 150.

Intermediate — Cutlass, 40; Century, 40; Supreme, 54; Regal, 57½; Malibu, 75; LeMans, 81½; Monarch, 85; Grand Prix, 95½; Monte Carlo, 99; LTD II, 100; XR-7, 101; Granada, 106; Thunderbird, 108; LeBaron, 145; Cordoba, 154; Mirada, 163, and Diplomat, 221.

Standard—Olds 88, 50; Olds 98, 51; Mercury, 63; Electra, 68½; Pontiac, 80; Chevrolet, 94; LeSabre, 100; Ford, 103; St. Regis, 115; Gran Fury, 142, and Chrysler, 163.

Luxury—Eldorado, 36½; Toronado, 46; Corvette, 47; Cadillac, 59; Seville, 62; Riviera, 63; Mark IV, 86; Versailles, 95, and Lincoln, 120.

23,379 outlets left to handle domestic new cars

672 dealerships fold during 1979

By John K. Teahen Jr.
Managing Editor

For the domestic auto dealer population, the Seventies ended just as they began. In 1979, as in 1970, the results were just plain awful.

Last year saw a decline of 672 domestic new-car dealerships. It was the worst year since 1970, when the total dropped by 945. In 1978, the dip amounted to only 96 establishments.

The latest AUTOMOTIVE NEWS census found 23,379 outlets handling domestic makes of passenger cars on Jan. 1, compared with 24,051 a year earlier.

Each of the Big Three shared in the loss, but embattled Chrysler Corp. was the major participant. Chrysler endured a drop of 367 dealerships in 1979, which represented 7.67 percent of its total dealer organization. This means that one out of 13 Chrysler Corp. dealerships doing business at the beginning of 1979 is no longer in operation.

General Motors and Ford Motor had lesser falloffs — 140 for GM and 125 for Ford. American Motors ran counter to the trend by adding 40 outlets during the year.

That's a net drop of 592 outlets. The other 80 resulted from a change in the number of intercorporate duals—AMC links with Big Three makes. It means that while AMC's individual total was up, the company also contributed to the industry's decline since its dualing did not add anything to the overall count. The new dual was already in business before taking on AMC. There are fewer AMC-only deals now than there were a year ago.

U. S. CAR OUTLETS

	Jan. 1, 1980	Jan. 1, 1979
American Motors	1,701	1,661
Chrysler Corp.	4,419	4,786
Ford Motor Co.	6,514	6,639
General Motors	11,425	11,565
TOTALS	24,059	24,651
Minus Intercorporate Duals	680	600
NET OUTLETS	23,379	24,051

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All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the industry as a whole.

• Last year marked the 24th consecutive year that the domestic dealer count has declined. The last increase was in 1955.

Since that time, the industry's total has skidded from 41,018 to the present 23,379, a dip of 43 percent.

It was, of course, a different industry in 1955. The industry had just come out of the seller's market and subsequent overdealering that followed World War II. There were a lot more makers of cars—gone from the scene are such onetime standbys as Nash, Hudson, Studebaker, Packard and DeSoto.

And the trend toward fewer but larger dealerships was in its infancy. There were countless "mom 'n' pop shops" a quarter-century ago. The small dealership still exists, but not in its 1955 form.

A better barometer—and still a distressing one—is the experience of the Seventies. In the past decade, the dealer count declined every year, dropping from 27,071 on Jan. 1, 1970, to the current 23,379. That's a slide of 3,692, or 13.6 percent.

Lack of profit was a major reason for the slip last year, just as it has been in every other year. Contributing to the 1979 situation were the overall sales drop, the customers' reluctance to buy bigger gas-hungry autos and the staggering increases in floor-plan rates.

• A disturbing factor in 1979 was the increase in dealer attrition during the second half of the year.

For each of the Big Three, the second half was a lot rougher than the first. Chrysler lost 76 dealers in the first half and 291 in the second. Ford Motor

Continued on Page 37, Col. 1

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1980 VS. 1979

(Estimated by Automotive News)

	Jan. 1, 1980				Jan. 1, 1979			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,701	0	1,701	1,701	1,661	0	1,661	1,661
CHRYSLER CORP.	1,346	7,162	8,508	4,419	1,441	7,733	9,174	4,786
Chrysler	0	3,071	3,071		0	3,343	3,343	
Dodge	1,314	1,330	2,644		1,405	1,411	2,816	
Plymouth	32	2,761	2,793		36	2,979	3,015	
FORD MOTOR CO.	3,604	6,430	10,034	6,514	3,691	6,499	10,190	6,639
Ford	3,578	1,909	5,487		3,654	1,910	5,564	
Lincoln	0	1,612	1,612		0	1,642	1,642	
Mercury	26	2,909	2,935		37	2,947	2,984	
GENERAL MOTORS	6,470	10,620	17,090	11,425	6,565	10,645	17,210	11,565
Buick	865	2,185	3,050		880	2,170	3,050	
Cadillac	285	1,345	1,630		275	1,360	1,635	
Chevrolet	3,785	2,090	5,875		3,845	2,105	5,950	
Oldsmobile	740	2,575	3,315		750	2,580	3,330	
Pontiac	795	2,425	3,220		815	2,430	3,245	
TOTALS	13,121	24,212	37,333	24,059	13,358	24,877	38,235	24,651
Minus Intercorporate Duals				680				600
NET DEALERS				23,379				24,051

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23,379 outlets left to handle domestic new cars

672 dealerships fold during 1979

Continued from Page 2

was down 40 in the first half and 85 in the second. GM dipped 15 in the first half and 125 in the second.

Last year started out with a loss of 86 dealerships in the first quarter, a sizeable number. The dip tapered off to 47 in the second quarter.

But the third quarter was a disaster for the industry with a decline of 330 outlets. It was the largest single-quarter drop in the 18 years AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

The fourth quarter wasn't so horrendous, but it was plenty bad with a fadeout of 209 more dealerships. It was the worst performance for that period since 1970.

Put 'em all together and they spell a drop of 672 outlets for the year.

Here are the AUTOMOTIVE NEWS quarterly census figures for 1979:

Jan. 1, 1979	24,051
April 1, 1979	23,965
July 1, 1979	23,918
Oct. 1, 1979	23,588
Jan. 1, 1980	23,379

• On the franchise side, every Big Three except Buick was down, but the year was rougher for some than for others.

Each of Chrysler Corp.'s three lines experienced a considerable drop. Chrysler was down 272 franchises, Plymouth lost 222 and Dodge fell 172.

Ford Motor's losses were lighter but were still a good bit higher than in recent years which have seen Lincoln-Mercury adding franchises. For the year, Ford Division was down 77 franchises; Mercury showed a dip of 49, and Lincoln was off 30.

At General Motors, the franchise alterations for the year ranged all over the ball park. Buick held steady—no change at all in the total. Cadillac was down just five and there were slips of 15 for Oldsmobile and 25 for Pontiac. Chevrolet lost 75 points, virtually the same downturn as Ford Division.

Chevrolet continues to lead the industry with 5,875 franchises, followed by Ford with 5,487. Next in line are Oldsmobile, 3,315; Pontiac, 3,220; Chrysler, 3,071, and Buick, 3,050.

The year saw Cadillac move ahead of Lincoln in the luxury field. The latest count is Cadillac, 1,635; Lincoln, 1,612. A year earlier, Lincoln led, 1,642 to 1,635.

• American Motors notched its second consecutive yearly gain in dealerships in 1979, the first time the company has done that since 1962-63. AMC's total rose 49 in 1978 and 40 last year. It was 1,701 on Jan. 1.

But the number of AMC duals with Big Three makes has gone up even more—63 in 1978 and 80 in 1979. That means, as measured above, that while the AMC total is up, there are fewer AMC-only outlets than there were two years ago.

The rise in intercorporate duals shows that Big Three dealers find AMC a much more desirable companion than they did a few years ago. This is great for AMC since it enhances the number of the company's selling points. But the AMC growth doesn't help the industry's dealership total because as noted above, all those Big Three outlets were in business before they added AMC.

RETAIL OUTLETS
U. S. CARS, 1947-1980

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79

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The company's current number of duals with Big Three cars is 668, up from 588 at the beginning of 1979 and 525 a year before that. The present figure is the highest since mid-1971.

Chrysler Corp. suffered through a discouraging year with a loss of 367 dealerships. It was the company's biggest dropoff since 1961. The corporation's car-dealer total was 4,419 on Jan. 1.

The first half wasn't too bad for Chrysler, with a slip of 76 outlets. But the third quarter was a disaster—165 stores bowed out. The fourth quarter brought an additional dip of 126 sites.

The drop of 367 compares with a decline of only 36 in 1978 and a gain of 11 in 1977.

Franchise totals at the beginning of this year were: Chrysler, 3,071; Plymouth, 2,793, and Dodge, 2,644. As noted, each make is down considerably from a year earlier.

In addition to its 4,419 car dealers, Chrysler Corp. has four listed as "DeSoto exclusives" and 11 that handle only Dodge trucks. The 15 are not included in the corporate car-dealer total, and the 11 truck-only spots are not included in the Dodge car franchise total.

Ford Motor showed a decline of 125 outlets for 1979, its biggest dip since 1970. The company had 6,514 car dealers on Jan. 1.

The year's falloff of 125 sites compares with a slip of four in 1978 and a gain of six in 1977.

Franchise totals at the beginning of this year were: Ford, 5,487; Mercury, 2,935, and Lincoln, 1,612.

Ford Motor has 90 dealerships that handle only the company's heavy-duty trucks. They are not included in the company's total number of car outlets, and they are not included in the Ford Division car-franchise count.

At General Motors, the year brought a dip of 140 outlets, GM's steepest since 1974. In 1978, the downturn amounted to 45.

Franchise totals on Jan. 1 were: Chevrolet, 5,875; Oldsmobile, 3,315; Pontiac, 3,220; Buick, 3,050, and Cadillac, 1,630.

Period's 146,847 is down 31 percent from '79

Domestic-car sales hit 19-year low

By Jenny L. King
Staff Writer

Early February domestic new-car sales plunged 31.16 percent to the lowest total in 19 years, skidding to 146,847 from 213,316 last year. Back in 1961 U. S. auto makers bottomed out at 116,947, while the period record, 272,784, was set in 1973.

On a daily rate basis, Feb. 1-10 sales declined 22.56 percent. There were eight selling days this year compared with nine in 1979.

Corporate losses ranged from 24.54 percent at Chrysler to 50.23 percent at Ford.

General Motors sales dropped 24.78 percent to 97,303 from 129,363 in 1979. Ford Motor Co. sales plummeted 50.23 percent to 28,018 from 56,294. Chrysler Corp. reported sales of 16,684, 24.54 percent behind last year's 22,109.

Volkswagen of America reported its second sales drop since it began to market U. S.-made Rabbits in August of 1978. Rabbit sales totaled 1,942, down 31.86 percent from 2,850. Estimated sales of American Motors passenger cars was 2,900, up 7.41 percent over 2,700.

GM continued its unbroken 1980 string of periods with over 60 percent of the domestic market, earning 66.26 percent, up from 60.64 percent last year. Ford's share of the market dropped to 19.08 percent from 26.39 percent. Chrysler sales accounted for 11.36 percent, up from 10.36 percent.

AMC earned an estimated 1.98 percent, up from 1.27 percent, and VWoA sales represented 1.32 percent, down from 1.34 percent.

- Twelve of the 13 domestic makes were down for the period. The worst losses were reported by Ford's Lincoln-Mercury Division, where Mercury sales were down 53.11 percent and Lincoln was down 61.22 percent. Ford sales dropped 48.23 percent.

At GM, Cadillac suffered the heaviest loss with a 41.45 percent decline. Buick, on the other hand, reported the smallest gap, 12.40 percent.

Plymouth sales were down 21.89 percent, Chrysler slipped 27.36 percent and Dodge was off 25.35 percent.

Chevrolet Chevette was the top-selling nameplate in early February, with sales of 9,087. It was followed by Chevrolet Citation at 8,128, full-size Chevrolet at 7,230, Oldsmobile Cutlass Supreme at 6,947 and Oldsmobile Cutlass at 6,255.

Year-to-date sales totaled 734,586, which was 14.37 percent below the 857,905 recorded through Feb. 10, 1979.

DOMESTIC SALES

	Feb. 1-10, 1980	Feb. 1-10, 1979
AMERICAN MOTORS	2,900†	2,700†
Chrysler	3,712	5,110
Plymouth	6,386	8,176
Dodge	6,586	8,823
CHRYSLER CORP.	16,684	22,109
Ford	20,446	39,497
Mercury	6,120	13,053
Lincoln	1,452	3,744
FORD MOTOR	28,018	56,294
Buick	17,657	20,157
Cadillac	5,343	9,126
Chevrolet	37,887	47,997
Oldsmobile	23,209	30,201
Pontiac	13,207	21,882
GENERAL MOTORS	97,303	129,363
VOLKSWAGEN	1,942	2,850
INDUSTRY TOTAL	146,847	213,316

†—Estimated.

truck industry news

Total is off 22.3 pct., with only compacts showing gains

'80 truck sales off to a slow start

In contrast to the record start a year ago, retail sales of trucks in the first month of 1980 were down in all three market segments. The Japanese-built compact pickups were the only trucks to show an increase over year-earlier totals.

The January count was 235,628 units, according to preliminary reports, a decline of 22.3 percent from the year-ago 303,250, the high for the month. The 1979 total has been revised to include window vans previously counted as passenger cars.

During January, dealers retailed 46,793 compact pickups, an increase of 80.6 percent over last year's 25,908. These vehicles include the Chevrolet LUV, Ford Courier, Dodge D-50, Plymouth Arrow, Toyota, Datsun and Mazda.

Table on Page 22

Sales of the non-captive compacts during the month were up 135 percent over January, 1979, from 10,313 to a record 24,228 units. Sales in the first month of 1979 were down 15.5 percent from the previous year's 12,208.

The Japanese pickups were somewhat sluggish until the onset of fuel shortages and soaring prices toward the end of the first quarter in 1979. Since that time, however, they have been selling at record levels, and no letup in demand is likely in the near future.

- Total light-truck sales in January were down 22.8 percent from a year ago, from 275,038 units to 212,128. Domestic light-truck deliveries were off even more. The total was 171,107, a decline of 28.4 percent from the year-earlier 238,817.

Medium trucks suffered the steepest decline from a percentage viewpoint. The January count was 7,911 units, off 30.1 percent from last year's 11,324. The heavies, which set records in most 1979 months, were down 8.2 percent, from 16,888 to 15,509.

The Motor Vehicle Manufacturers Assn. estimated that dealers franchised by U. S. manufacturers and factory outlets retailed 211,400 units in January, including the captive imports, down 27.8 percent from last year's 292,937.

Going into February, inventories in retailers' hands were down from a year ago in all three market segments. The total on Feb. 1 was 816,378 units, a decline of 4.5 percent from the year-earlier 854,454.

Unsold light trucks at the end of January totaled 729,138 units, off almost 2 percent from the previous year's 742,876. Mediums were down 35.1 percent, from 51,117 to 33,172, and the heavies were off 10.6 percent, 54,068 versus 60,461.

January sales by Big Three truck dealers showed a 27.4 percent drop from last year. The total, with the captive imports, was 188,331, compared with 259,298 in 1978.

Chevrolet dealers outsold Ford in January for the first

Continued on Page 22, Col. 4

Big Three January truck sales

Ford

	1980	1979
Vans	8,935	15,106
Club Wagon	2,329	3,619
Courier	7,791	5,896
Bronco	4,415	6,304
Conv. pickups	45,243	60,645
Mediums	3,325	3,284
Heavies	2,381	2,169

Chevrolet

	1980	1979
Vans	9,312	14,922
Sport Van	1,813	2,677
LUV	9,487	7,349
El Camino	4,007	3,750
Blazer	3,276	6,216
Suburban	2,052	3,810
Conv. pickups	41,635	59,570
Mediums	2,937	2,739
Heavies	242	255

Chrysler

	1980	1979
Vans	5,414	13,048
Voyager	445	705
Sportsman	1,482	2,386
Arrow	1,708	855
D-50	3,579	1,495
Trail Duster	303	755
Ramcharger	851	2,043
Conv. pickups	6,695	15,501

GMC

	1980	1979
Vans	2,515	3,548
Caballero	408	490
Jimmy	753	1,296
Suburban	495	730
Conv. pickups	10,874	13,967
P models	165	430
Mediums	1,997	2,373
Heavies	1,567	1,311
Motor homes		54

'80 sales off 22.3 percent

Slow start for trucks

Continued from Page 14

time since last August, starting off the new year with a margin of 342 units.

The month's sales totaled 74,761 units, off 26.2 percent from last year's 101,288, a record for the month. Included were 9,487 LUV sales, an increase of 29 percent over the 1979 total of 7,349.

Ford reported that its dealers retailed 74,419 vehicles during the month, off 23.7 percent from the previous January's 97,023, also a high for the month. The count included 7,791 Couriers, up 32 percent over the year-eariler 5,896.

The Japanese compacts accounted for slightly more than a quarter of Chrysler's January sales of 20,477 units, a decline of 44.3 percent from the year-earlier 36,788.

During the month, Dodge dealers retailed 3,579 D-50 compacts and Chrysler-Plymouth dealers sold 1,708 Plymouth Arrow compacts A year ago—in the fourth month since these trucks were introduced as 1979 models—the D-50 count was 1,495 and the Arrow total was 855.

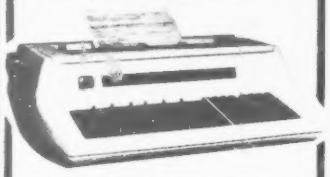
GMC dealers sold 18,674 trucks in January, a drop of 22.8 percent from the record 24,199 retailed in the same month in 1978.

American Motors reported that Jeep dealers retailed 9,171 units during the month, off 39.6 percent from the record 15,175 sold in the same month in 1978. The company said Jeep market share for the first quarter of the 1980 model year was a record 17.5 percent.

Toyota was the top compact-truck seller in the first month. Sales totaled 12,894 units, an increase of 152 percent over the previous January's 5,112.

Datsun was No. 2 during the month with 10,503 sales, up 115.6 percent over the year-earlier 4,871. Mazda dealers retailed 831 units, a gain of 151.8 percent over the 330 sold in the same month in 1979.

The oakleaf SX-330



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factories list auction dates

American Motors

Feb. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

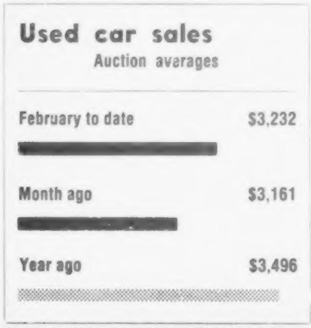
Feb. 21 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Model breakdown

Auction averages

	February to Date	Jan	Dec
1980	$6,842	$6,187	
1979	5,039	5,414	$5,608
1978	3,774	3,591	3,741
1977	2,826	2,730	3,043
1976	2,274	2,233	2,297
1975	1,893	1,802	1,828
1974	1,380	1,456	1,409
1973	1,114	1,138	1,120
Overall Average	$3,232	$3,175	$3,262



Chrysler Corp.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

Feb. 19—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 20 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 21 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 22 — Chrysler Corp., Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Feb. 19—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 21 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

141,153 cars built last week

Production steady; far below '79

By Michele Raquepau
Staff Writer

U. S. auto production last week of 141,153 rose 1 percent over the previous week's 139,749, but was down 25.69 percent from the comparable year-ago week's 189,945.

The year-to-date total of 841,513 is off 32.55 percent from the 1,247,632 built by this time, 1979.

General Motors has produced 593,221 cars this year for a 70.49 percent share of year-to-date production. Ford Motor Co. has built 127,071, and has 15.10 percent of the year's production.

The year-to-date breakdown for the other auto makers is: American Motors, 27,006 for 3.21 percent; Chrysler Corp., 77,503 cars for 9.21 percent; Volkswagen of America, 16,298 for 1.94 percent of the total, and Checker, 414 for 0.05 percent of year-to-date production.

All Ford car assembly plants will work this week. Last week, Ford's Louisville, Lorain, Metuchen, Wayne and Wixom assembly plants were down.

All GM points are working this week. Tarrytown worked six days last week.

Chrysler's Newark car plant will be down this week.

Truck production drops 9 pct. to 33,505 for week

Truck production in the U. S. of 33,505 last week was down 9.32 percent from the 36,947 assembled the previous week. Compared with the 83,310 built in the same week of 1979, production was off 59.78 percent.

The 245,101 trucks built so far this year are down 53.89 percent from the 531,603 built by this date in 1979.

Chevrolet has produced 94,979 trucks this year for 38.75 percent of year-to-date production. GMC has built 23,364 for 9.53 percent of the year's total.

The breakdown for the other truck makers was: Dodge, 17,749 for 7.24 percent; Ford, 78,893 for 32.19 percent of the total; Mack, 3,984 for 1.62 percent; White, 1,253 for 0.51 percent; Jeep, 15,400 for 6.28 percent; AM Corp., 1,900 for 0.78 percent; Volkswagen, 2,219 for 0.91 percent, and miscellaneous, 5,360 for 2.19 percent of the year's production.

International Harvester hasn't produced any trucks this year because of a strike that began Nov. 1, 1979.

Ford's Kentucky truck plant is down this week. A Ford spokesman said the company is still feeling the effects of the Budd Co. strike and is unable to get the parts to reopen Kentucky Truck.

Last week, Ford's Lorain van point, Kansas City, Truck, Michigan Truck and Kentucky Truck points were down.

Chrysler's Warren and Missouri Truck plants will be down this week. Jefferson Truck will work all week.

Last week, all three Chrysler truck points were down.

Chevrolet's Detroit assembly plant was down last week because of a strike at Union City Body Co. in Indiana.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHEVROLET	15,509	26,835	14,192	35,673	170,886	94,979
DODGE/PLYMOUTH	120	11,951	3,322	5,244	81,443	17,749
FORD	9,018	30,658	10,512	26,256	189,837	78,893
GMC	3,501	7,264	3,756	8,747	48,086	23,364
INTERNATIONAL		3,104			19,896	
MACK	620	769	635	1,539	5,157	3,984
WHITE	200	376	200	478	2,264	1,253
JEEP	2,620*	3,700*	2,524*	6,154*	23,640*	15,400
AM CORP.	430*	400*	446*	1,054*	2,688*	1,900
VOLKSWAGEN	687		560	1,505		2,219
MISCELLANEOUS	800	900	800	1,920	6,300	5,360
Total Trucks, U. S.	33,505	83,310	36,947	88,570	531,603	245,101

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHRYSLER CORP.		2,181	1,522	2,148	13,909	3,097
FORD MOTOR	3,204	6,220	4,478	9,146	35,921	23,659
GENERAL MOTORS	4,278	6,141	6,073	12,649	43,364	35,594
AMERICAN MOTORS	502	1,453		502	9,081*	3,258
INTERNATIONAL	465	360	299	812	2,845	1,419
MACK	60	74	62	146	531	396
WHITE	65	94	65	156	591	395
Total Trucks, Canada	8,574	16,523	12,499	25,559	106,242	67,818
N. American Trucks	42,079	99,833	49,446	114,129	637,845	312,919

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
*—Revised †—Now includes van production.

Car, truck output in Canada dives 30 pct. for week

Canadian car and truck production last week was down over 30 percent from the previous week and over 40 percent from the same week in 1979.

Last week, 12,659 cars were produced in Canada, off 30.54 percent from the 18,226 assembled the previous week, and down 48.62 percent from the 24,640 built in the comparable 1979 week.

Year-to-date Canadian car production of 100,045 is down 37.46 percent from the 159 964 assembled by this date in 1979.

General Motors has built 70,806 cars this year for 70.77 percent of the year-to-date total. Chrysler Corp. has built 10,755 for 10.75 percent of the total.

Ford Motor has assembled 16,999 autos for a 17.00 percent share, and Volvo has built 1,485 for 1.48 percent of year-to-date production.

Truck production last week of 8,574 was off 31.40 percent from the 12,499 built the previous week. Last week's figure was down 48.11 percent from the 16,523 assembled in the same week of 1979.

The year-to-date truck production total of 67,818 is down 36.17 percent from the 106,242 assembled in the comparable 1979 period.

Ford's St. Thomas and Oakville plants were down last week. Oakville will remain down this week.

Chrysler closed its Windsor car plant Feb. 4. The plant has operated only one day so far this month. The Windsor truck assembly closed Feb. 11 for three weeks. The plant is scheduled to reopen March 3.

U. S. CAR PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
AMERICAN MOTORS	4,760*	3,500*	4,760*	11,116*	11,631*	27,006*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	11,860	19,851	14,613	32,923	129,394	77,503
Plymouth Total	6,160	8,872	6,564	15,530	47,638	35,335
Horizon	3,150	3,664	3,078	7,528	24,460	20,972
Volare	2,200	4,922	3,352	6,730	22,119	11,388
'80 Gran Fury	780			1,040		2,440
Caravelle	30	286	134	232	1,059	535
Chrysler Total	490	3,017	2,083	3,651	31,160	9,512
Chrysler	190			408	15,307	2,826
LeBaron	300	3,017	2,083	3,243	15,853	6,686
Dodge Total	5,210	7,962	5,966	13,742	50,596	32,656
Omni	2,860	2,901	3,042	7,050	19,250	19,309
St. Regis	630			824	7,772	2,265
Diplomat	140	1,767	966	1,428	8,432	2,845
Aspen	1,580	3,294	1,958	4,440	15,142	8,237
FORD MOTOR	24,683	45,222	15,911	49,994	347,498	127,071
Ford Division	18,023	29,566	10,351	35,168	220,826	92,088
Pinto		4,342	3,194	3,194	23,285	5,456
Mustang II/Mustang	5,552	8,552	4,206	11,430	54,727	25,355
Fairmont	6,650		2,951	12,161	22,789	25,533
Granada				1,536	21,717	9,395
LTD II		976			6,576	
Thunderbird	3,821	7,929		4,847	43,661	16,595
Ford	2,000	7,767		2,000	48,071	9,754
L-M Division	6,660	15,656	5,560	14,826	126,672	34,983
Mercury Total	6,660	11,494	5,560	14,776	95,915	31,367
Bobcat		1,058	806	806	6,448	980
Capri	2,112	2,608	1,394	4,066	14,011	7,721
Zephyr	1,978		791	3,621	7,750	8,126
Monarch				334	12,008	2,591
Cougar/XR7		4,574		810	31,321	5,259
Mercury	2,570	3,254	2,569	5,139	24,377	6,690
Lincoln Total		4,162		50	30,757	3,616
Lincoln		2,281			14,906	1,248
Versailles				50	3,649	494
Mark VI		1,881			12,202	1,874
GENERAL MOTORS	94,941	115,815	99,703	233,188	723,301	593,221
Buick Division	18,334	16,755	17,926	42,938	106,973	110,296
Skyhawk		586			3,280	
Skylark/'79-'80	4,389	955	4,890	10,907	1,759	31,681
Century	3,743	1,067	3,492	8,523	7,507	20,105
Regal	5,017	5,537	4,489	11,124	37,051	25,614
Buick	3,990	7,033	3,873	9,411	47,441	24,511
Riviera	1,195	1,577	1,182	2,973	9,935	8,385
Cadillac Division	7,264	9,975	7,166	17,488	62,173	42,403
Seville	1,100	1,264	1,098	2,746	8,916	7,686
Cadillac	4,626	6,608	4,544	11,036	40,011	25,817
Eldorado	1,538	2,103	1,524	3,706	13,246	8,900
Chevrolet Division	36,972	48,852	41,926	94,798	301,621	248,388
Chevette	9,690	5,663	10,387	23,659	43,206	61,347
Monza	3,055	5,409	3,047	7,240	22,279	19,771
Camaro	3,270	6,556	2,702	7,046	43,304	17,799
Nova/Citation	9,337	2,189	9,573	22,362	4,924	62,051
Malibu	6,080	8,663	5,448	13,848	58,013	31,816
Monte Carlo	3,220	6,937	3,619	8,311	45,723	19,348
Chevrolet	1,320	12,452	6,168	9,966	77,505	29,536
Corvette	1,000	983	982	2,366	6,667	6,720
Oldsmobile Division	16,989	23,907	17,609	41,476	145,705	106,623
Starfire		393			2,916	
Omega/'79-'80	2,542	495	3,059	6,615	922	16,314
Cutlass	6,670	11,681	6,520	15,952	66,932	45,188
Oldsmobile	6,690	9,759	6,736	16,112	64,992	37,978
Toronado	1,087	1,579	1,294	2,797	9,943	7,143
Pontiac Division	15,382	16,326	15,076	36,488	106,829	85,511
Acadian†	450	535	458	1,086	2,423	2,310
Sunbird	3,345	2,097	3,270	7,979	13,642	21,159
Phoenix/'79-'80	2,667		2,731	6,442		17,536
Firebird	2,490	5,014	2,071	5,393	32,368	13,377
LeMans	1,635	2,066	1,625	3,886	15,285	7,819
Grand Prix	2,075	2,378	2,088	5,027	14,595	10,174
Pontiac	2,720	4,236	2,833	6,675	28,516	13,136
VOLKSWAGEN	4,809	2,821	4,692	11,535	16,541	16,298
CHECKER	100*	89	70	200	673	414
Total Cars, U. S.	141,153	189,945	139,749	338,956	1,247,632	841,513

CANADIAN CAR PRODUCTION

	Week Ended Feb. 16, 1980	Same Week 1979	Week Ended Feb. 9, 1980	Feb. to Date	Jan. 1, to Feb. 17, 1979	Jan. 1, to Feb. 16, 1980
CHRYSLER CORP.		4,448		1,294	29,862	10,755
FORD MOTOR	648	7,753	6,172	8,834	43,228	16,999
GENERAL MOTORS	11,786	12,259	11,829	26,973	85,650	70,806
VOLVO	225	180	225	540	1,224	1,485
Total Cars, Canada	12,659	24,640	18,226	37,641	159,964	100,045
N. American Cars	153,812	214,585	157,975	376,597	1,407,596	941,558
N. American Trucks	42,079	99,833	49,446	114,129	637,845	312,919
North American Cars and Trucks	195,891	314,418	207,421	490,726	2,045,441	1,254,477

†—All Acadians are built for sale in Canada. *—Estimated.

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Automotive News

Detroit, February 25, 1980 | 55th year—$30 per year, $1.00 per copy

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SAE turns 75; sees record as show opens

The Society of Automotive Engineers will celebrate its 75th anniversary at the 1980 Congress and Exposition which begins in Detroit today (Feb. 25) and continues through Feb. 29.

According to SAE, this year's meeting will be the biggest in terms of attendance. There are 30,000-plus persons expected to attend this 1980 edition which would top last year's figure of 27,143 by almost 11 percent. The SAE says it will be the sixth straight year attendance has increased.

SAE has chosen Freedom Through Mobility as its theme. The organization said throughout 1980 it will focus on improvements to the quality of life achieved through the availability of automotive transportation.

This year's Congress and Exposition has also set a new record for display space with net square footage in excess of 80,400 square feet, up 26 percent from last year's 63,875 net square feet.

Products being exhibited include new applications of steel, aluminum, new plastics and plastic components, lightweight, high-strength composite fibers and other related materials. There is also heavy emphasis on computer-assisted design tools and other vehicle component devices.

• To commemorate its 75th anniversary, the SAE has identified nine challenges as a focal point for the Society and its members through the year 2000.

The nine automotive engineering challenges include social response (environment, energy, safety), technical skills response (materials, productivity, design ingenuity) and educational response (credibility of the engineering approach, interaction, education).

According to the SAE, the diamond anniversary will be a springboard for blueprinting even more constructive contributions in the future as the members reflect on the developments of the last 75 years.

Running concurrently with the regular SAE Congress and Exposition will be the Fourth Conference on Materials in Automotive Engineering. This special conference will present more than 25 half-day sessions and 125 separate presentations on the latest developments in such materials as high-strength steels, aluminum, metallics, bimetals, high-strength composites, rubber and non-metals plus presentations on special manufacturing techniques associated with the use of these materials.

New Honda

It's the Quint, a five-door sedan

Honda's newest offering, the Quint, has been unveiled in Japan. It is a five-door hatchback with a 1,600-cc engine, sized between the Civic and the Accord. The Quint is not expected to enter the U. S. market this year, although it will be introduced in Europe as the Quintet.

Murphy will keynote fifth World Congress

Thomas A. Murphy, chairman of General Motors, will keynote the fifth annual Automotive News World Congress.

The industry gathering will be held July 27-30 at the Hyatt Regency Hotel in Dearborn, site of the 1979 affair. The Republican National Convention will have folded its tents and left Detroit well before the Automotive News World Congress opens.

Thomas A. Murphy

Murphy, now considered the elder statesman of the auto industry, is expected to provide a "state of the industry" review for those attending the opening session of the 3½-day affair.

"We confidently expect the 1980 Automotive News World Congress to present more interesting topics and provide more solid input than ever before," said Keith E. Crain, publisher and editorial director of Automotive News. "We started planning this year's meeting as soon as last year's was adjourned."

"This year's sessions will have a greater international flavor than ever before," Crain said. "For anyone involved in the auto industry, it has to be a 'must' on the calendar."

Participants will get a comprehensive look at industry issues and problems. The program is structured to explore every facet of the automotive world.

In past years, attendees have included executives involved in managing, planning, designing, engineering, manufacturing, marketing and retailing in the automotive and related industries. A similar audience is expected this year.

Complete details of the formal portions of the program will be announced shortly, Crain said.

Registration fee is $395 per person, with $325 for each additional person in a group registration, so long as all members of the group are registered at the same time.

For further information, contact Cynthia Radom, director of special projects, at 965 East Jefferson, Detroit, MI 48207, or telephone (313) 567-9520.

Tough standards for small diesels delayed until '85

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The prospects for an increase in diesels in the U. S. auto market brightened last week in the wake of EPA's decision to delay by up to two years stringent new emission standards for diesel particulates.

EPA Administrator Douglas Costle said the fuel-efficient engines will be required to meet the proposed standard of 0.6 grams per mile particulate in 1982 rather than in 1981 and the difficult, and as yet unreached, 0.2 gpm standard in 1985 instead of 1983. Light-duty trucks with gross vehicle weight ratings up to 8,500 pounds will be required to meet a standard of 0.26 gpm by 1985, he said.

Current light-duty diesels have particulate emission rates from a low of 0.23 gpm for the Volkswagen Rabbit to a high of about 0.84 gpm for the Oldsmobile diesel.

Costle said that, based on information from the auto makers and others, the new standards can be achieved by both large and small light-duty diesel engines now in use or planned for the immediate future. Indeed, "most diesels already meet the 1982 standards," he said.

EPA expects diesel vehicles will need trap oxidizers to meet the 1985 standard. Costle said the device already has been shown to achieve the standards, but further research is needed on its durability for the life of the vehicle.

The agency said that, based on its assessment of technological trends, it has every reason to believe the durability of the trap oxidizer system will be proven by 1985 and perhaps as early as 1984.

• Costle said he rejected an industry proposal that would have allowed them to average the particulate emissions from their diesel fleets because he could see no potential cost savings. It also did not address the problem of localized concentrations of diesel particulate in cities and near roadways, he said.

He said the agency did not intend to ignore the potential benefits of the scheme, however, and announced the formation of an EPA task force to develop an averaging scheme, if feasible, that would be proposed in the agency's upcoming regulations to reduce NOx emissions from heavy-duty trucks.

The new standards are expected to add $11 to $12 to the price of a 1982-84 diesel and $138 to $164 to the price of a 1985 and later-model-year diesel.

EPA said the trap oxidizer system is expected to require maintenance of about $30 over its useful life but that the modifications involved in adding the oxidizer will eliminate the need to replace the exhaust pipe and muffler, for a savings of $80. Thus the aggregate vehicle maintenance costs should decrease by about $50, the agency said.

Depending on total light-duty diesel vehicle sales in the 1982-84 period, the aggregate cost of the 1982 standard is expected to be $42 to $76 million, according to the EPA. In 1985 the agency expects the aggregate cost to rise to between $939 million and $1,933 million.

By the mid to late-1980s auto makers expect their sales to be as high as 20 percent diesel.

EPA views this development with mixed emotions. Laboratory studies indicate particulate emissions from these vehicles may pose a health hazard.

It hopes the new particulate standards, though not based on its health concerns, will ease their impact. The agency said diesels would have emitted between 152,000 and 253,000 metric tons of particulate matter each year by 1990 without the controls. The new standard will reduce the particulates 74 percent, to 40,000 to 66,000 metric tons per year, the agency said.

breaking news

Owners of early Mazdas win settlement

LOS ANGELES. – Owners of 1970-73 Mazda automobiles with rotary-engine problems will receive $10 to $20 million or more under terms of a settlement with Toyo Kogyo reached in Superior Court here. It is estimated there may be 200,000 or more claims. Main force among class owners were members of the Society to Correct Rotary Engine Wrongs (SCREW). Settlements will be based on a complex formula.

Helling to head sales at Saab

ORANGE, Conn. – Sten Helling has been named vice president, sales and marketing, of Saab-Scania of America, succeeding Jack C. Rakes. Helling had been sales manager of Volvo of America. He had also been sales manager of Volvo Western under R. J. Sinclair, now president of Saab-Scania.

Michigan would lift loan limit

LANSING.—A package of four bills which would boost the interest ceiling on auto loans from the present 12.8 percent to 16 percent passed the House and has been sent to the Senate. The bills are designed to free more money for auto loans and encourage increased sales.

$1,000 Lincoln rebates

DETROIT. — Lincoln-Mercury confirmed that owners of '77, '78 and '79 L-M models will begin receiving direct-mail pieces this week, entitling them to a $1,000 factory rebate if they purchase an '80 Lincoln, Mark VI or Versailles.

Japanese exporting cars to Poland

TOKYO.—Under an agreement with Motoimpex, a new enterprise in Poland established to sell imported cars, Toyota and Toyo Kogyo will export 1,250 cars to Poland.

NEWSPAPER

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1979 auto registrations slip 5.58 percent to 10.3 million

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations did not cause great joy in Detroit in 1979, but it was not the worst year by any means either, according to figures compiled by R. L. Polk & Co.

New-car registrations in 1979 totaled 10,334,911, down 5.58 percent from 10,946,104 in 1978. The 1979 total did not threaten the record of 11,350,995 set in 1973, but it was the fifth best year ever, largely because of the record-shattering performance of the imports.

In December, new-car registrations totaled 831,319, down 12.36 percent from a year earlier. Record for December is 989,114, set in 1972.

During 1979, only American Motors among the U. S. makers managed to increase its market share compared with 1978, as the imports grabbed a bigger piece of the registration pie. In fact, AMC and Oldsmobile were the only U. S. nameplates to increase their shares.

- General Motors accounted for 46.48 percent of registrations in 1979, off 1.19 percentage points from 1978. Ford Motor Co. took the biggest loss, down 2.61 points to 20.30 percent.

Chrysler Corp. saw its market share drop 1.13 points to 9.03, while AMC accounted for 1.52 percent of 1979 registrations, up 0.08 of a point.

Imports took 22.63 percent of the market in 1979, up 4.85 percentage points from its 1978

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NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec., 1979	Percent Share of Market	Regis., Dec., 1978	Percent Share of Market	Pct. Pt. Change, '79 vs. '78	Regis., 12 mos., 1979	Percent Share of Market	Regis., 12 mos., 1978	Percent Share of Market	Pct. Pt. Change, '79 vs. '78
Chevrolet	164,396	19.77	202,647	21.36	− 1.59	2,104,213	20.36	2,294,990	20.97	− 0.61
Ford	125,085	15.04	150,637	15.88	− 0.84	1,472,724	14.25	1,769,077	16.16	− 1.91
Oldsmobile	73,996	8.90	89,601	9.45	− 0.55	931,170	9.01	967,896	8.84	+ 0.17
Buick	59,904	7.21	66,647	7.03	+ 0.18	686,315	6.64	762,532	6.97	− 0.33
Pontiac	57,928	6.97	78,221	8.25	− 1.28	773,816	7.49	857,083	7.83	− 0.34
Mercury	37,653	4.53	51,627	5.44	− 0.91	497,120	4.81	560,299	5.12	− 0.31
Cadillac	29,152	3.51	35,889	3.78	− 0.27	307,652	2.98	335,053	3.06	− 0.08
Dodge	22,772	2.74	32,295	3.40	− 0.66	367,002	3.55	427,946	3.91	− 0.36
Plymouth	19,723	2.73	26,470	2.79	− 0.42	322,752	3.12	394,534	3.60	− 0.48
AMC	15,987	1.92	12,154	1.28	+ 0.64	156,753	1.52	157 797	1.44	+ 0.08
Chrysler	15,877	1.91	24,268	2.56	− 0.65	243,643	2.36	289,631	2.65	− 0.29
Lincoln	12,026	1.45	19,284	2.04	− 0.59	128,097	1.24	178,873	1.63	− 0.39
GENERAL MOTORS	385,376	46.36	473,005	49.87	− 3.51	4,803,166	46.48	5,217,554	47.67	− 1.19
FORD MOTOR CO.	174,764	21.02	221,548	23.36	− 2.34	2,097,941	20.30	2,508,249	22.91	− 2.61
CHRYSLER CORP.	58,372	7.02	83,033	8.75	− 1.73	933,397	9.03	1,112,111	10.16	− 1.13
AMERICAN MOTORS	15,987	1.92	12,154	1.28	+ 0.64	156,753	1.52	157,797	1.44	+ 0.08
IMPORTS	196,410	23.63	158,373	16.70	+ 6.93	2,339,004	22.63	1,946,094	17.78	+ 4.85
MISCELLANEOUS	410	0.05	423	0.04	+ 0.01	4,650	0.04	4,299	0.04	....
TOTAL	831,319		948,536			10,334,911		10,946,104		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Hawaii.

'79 service, parts volume seventh best listed on Index

By Francis J. Gawronski
Service Editor

Despite a sharp decline in business in the final month of the year, new-car dealers' service and parts volume for all of 1979 recorded the seventh best showing in the 19-year history of the Automotive News Service Index.

Service and parts business for 1979 amounted to 107.0 percent of the volume recorded for all of 1978. The record high occurred in 1978, when shop volume rose 12.0 percent over the business the previous year. The second best year was 1972, with an increase of 10.4 percent.

Last year ended on the down side, with December parts and service business amounting to 94.7 percent of that for the same month in 1978. December also marked the third time in 1979 that shop business was below the volume recorded in the same month the year before.

Four of the five indicators used in the Service Index registered declines in December. The only exception was total labor sales — both customer-paid and warranty — which were up 1.1 percent.

- Service Index figures are compiled from monthly reports on service and parts business from dealers in all sections of the country.

The top gainer for the year was total labor sales, up 12.5 percent, followed by sales of all parts and accessories, which were up 10.0 over the previous year.

Shop parts sales, those used in customer and warranty work, were up 9.7 percent in 1979, followed by gross profit on all labor, parts and accessory sales—the most important indicator from the dealers' viewpoint — which increased 5.4 percent for the year.

Repair orders written was the only category to record a decline for the 12 months of 1979. It was down 3.3 percent.

For December, gross profit was down 16.1 percent, while repair orders written dipped 6.2 percent.

Sales of all parts and accessories declined 2.7 percent and shop parts sales were off 2.6 percent from the year-ago figure.

SERVICE INDEX
94.7*

	Dec., '79 vs. Dec., '78	12 mos., '79 vs. 12 mos., '78
Gross Profit on All Labor and P&A Sales	—16.1%	+ 5.4%
Repair Orders Written	— 6.2%	— 3.3%
Total Labor Sales (Customer & Warranty)	+ 1.1%	+12.5%
Shop Parts Sales (Customer & Warranty	— 2.6%	+ 9.7%
Sales of All P&A	— 2.7%	+10.0%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1979, was 94.7 percent of business in Dec., 1978. Service business in the 12 months of 1979 was 107.0 percent of business in the corresponding period in 1978.

truck industry news

Domestic light trucks suffer most in '79

Registrations off 12.5 pct.

Domestic light-truck manufacturers were the big losers in 1979 as registrations of new trucks of all types in the U. S. dropped 12.5 percent below the record levels of the year earlier.

Over the 12-month span, according to R. L. Polk & Co., 3,467,910 vehicles were registered, compared with 3,963,340 in 1978.

December tallies were down 26.5 percent from the previous year, with losses in all three market segments. The month's total was 265,235, compared with the record 360,531 registered in the final month of 1978.

Soaring fuel prices in 1979 were mainly responsible for the plunge in sales of domestic light trucks. The only bright spot in this market segment was the surge by the Japanese-built, fuel-stingy compact pickups.

Total light-truck registrations were down 13.9 percent in 1979, from an alltime high of 3,606,307 in 1978 to 3,103,310.

Group 1, where the Japanese pickups are positioned, was the only one of the three to show an increase in tallies over the previous year. The total—1,272,934—was 11.4 percent higher than the year-earlier 1,143,064.

Registration of vehicles in Group 2, still the largest light-truck segment, was down for the first time since the upsurge which started in the mid-1970s. The 1979 total was 1,791,040 units, a decline of 25.6 percent from the year-earlier 2,408,269, an alltime Group 2 high.

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The Group 3 count was down 28.4 percent, dropping from 54,974 units in 1978 to 39,336.

There were declines in all three groups that make up the medium-truck market, one of them significant and the other two only slightly lower than the previous year.

Only 4,942 Group 4 vehicles were registered in 1979, off 67.6 percent from the 15,250 tallied in 1978. The slump reflects the plunge in sales of motor-home chassis during the year.

In 1978, Dodge accounted for all of the Group 4 registrations. In 1979, Dodge units represented all but six of the vehicles. The six were in the miscellaneous domestic category.

Group 5 tallies in the last year totaled 2,858 units, off 2.6 percent from the year-earlier 2,933. Chevrolet, with 1,786, and GMC, with 1,041, accounted for all but 31 of the Group 5 count. Again, the 31 were miscellaneous domestic units.

Registrations of Group 6 vehicles dropped 2.3 percent below the 1978 total, with much of the loss due to the growing trend to the heavier diesel engines which boosts GVW ratings and moves vehicles at the top end of Group 6 into Group 7.

There were increases in both heavy-truck groups as registrations of these vehicles topped the 200,000 mark for the first time ever. The total was 213,174, an increase of 11.1 percent over

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HD registrations exceed 200,000 for the first time

Registrations of new heavy trucks in the U. S. topped the 200,000 mark for the first time in 1979, exceeding the previous year's total by 11.1 percent.

R. L. Polk & Co., reported that 213,174 Groups 7 and 8 vehicles were registered during the year, compared with 191,837 in 1978, the previous 12-month high.

The December total was down for the second consecutive month and marked the third time during 1979 that registrations failed to exceed the count for the comparable year-earlier month.

In December, 17,457 heavies were registered, a decrease of 9.1 percent from the 19,001 tallied in the same month in 1978, the alltime December high.

Registrations in 1979 were up in both Groups 7 and 8. The Group 7 count was 47,315 units, an increase of 21.3 percent over

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U. S. TRUCK REGISTRATIONS

Based on R. L. Polk & Co. statistical report

12 MONTHS, 1979 VS. 1978★

	12 mos., 1979	Percent Share of '79 Market	12 mos., 1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
Ford	1,122,656	32.37	1,314,251	33.16	− 0.79
Chevrolet	1,084,870	31.28	1,275,787	32.19	− 0.91
Dodge	351,970	10.15	464,470	11.72	− 1.57
GMC	283,140	8.17	329,185	8.30	− 0.13
Jeep	145,214	4.19	163,548	4.13	+ 0.06
International	116,579	3.36	116,574	2.94	+ 0.42
Mack	29,264	0.84	27,390	0.69	+ 0.15
Plymouth*	19,678	0.57	8,013	0.20	+ 0.37
Kenworth	14,893	0.43	14,345	0.36	+ 0.07
Freightliner	13,636	0.39	11,725	0.30	+ 0.09
White	9,145	0.26	10,626	0.27	− 0.01
Peterbilt	8,693	0.25	9,454	0.24	+ 0.01
Autocar	2,227	0.07	1,880	0.05	+ 0.02
Western Star	1,133	0.03	786	0.02	+ 0.01
Brockway	2	....	37	....	....
Miscellaneous**	264,810	7.64	215,269	5.43	+ 2.21
TOTALS	3,467,910	100.00	3,963,340	100.00	....

★—No registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.

*—Plymouth trucks are 4x4 Trail Duster utility vehicle and Arrow pickup.

**—Miscellanecus includes imports, Diamond Reo, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Based on R. L. Polk & Co. statistical report

12 MONTHS, 1979 VS. 1978★

	12 mos., 1979	Percent Share of '79 Market	12 mos., 1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
International	65,894	30.91	50,545	26.35	+ 4.56
Ford	37,706	17.69	37,824	19.72	− 2.03
Mack	29,264	13.73	27,390	14.28	− 0.55
GMC	20,366	9.55	18,385	9.59	− 0.04
Kenworth	14,893	6.99	14,345	7.48	− 0.49
Freightliner	13,636	6.40	11,725	6.11	+ 0.29
White	9,145	4.29	10,626	5.54	− 1.25
Peterbilt	8,693	4.08	9,454	4.93	− 0.85
Chevrolet	6,189	2.90	5,661	2.95	− 0.05
Autocar	2,227	1.04	1,880	0.98	+ 0.06
Western Star	1,133	0.53	786	0.41	+ 0.12
Brockway	2	....	37	....	....
Miscellaneous	4,026	1.89	3,179	1.66	+ 0.23
TOTAL	213,174	100.00	191,837	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.

'79 registrations of new trucks off 12.5 percent

Continued from Page 8

the previous year's 191,837, the previous 12-month high.

The biggest percentage increase in 1979 was in Group 7 registrations. The total was 21.3 percent higher than the 1978 count, from 38,996 to 47,315.

Group 8, now the third largest in the industry, had a gain of 8.5 percent over the 12-month period. The count was a record 165,859, compared with 152,841 the previous year.

Ford retained its lead over Chevrolet in total registrations by a margin of almost 40,000 units. Because of the light-truck slump, however, both suffered setbacks in unit tallies and penetration.

Ford's 1,122,656 registrations during the year account for 32.37 percent of the industry total, off 0.79 points from the year-earlier 33.16 percent on 1,314,251 units.

Chevrolet's share was off 0.91 points, from 32.19 percent in 1978 to 31.28. The 1979 unit total was 1,084,870, compared with 1,275,787 in the previous year.

The biggest loss in penetration was suffered by Dodge, which now produces light trucks only. Its share was down 1.57 points in 1979, from 11.72 percent in 1978 to 10.15. Unit total dropped from 464,470 to 351,970 units.

The miscellaneous group had the biggest increase in penetration, and it was due principally to the gain in registrations of the non-captive pickup trucks.

There were 264,810 miscellaneous tallies in 1979, up 23 percent over the year earlier 215,269. The group accounted for 7.64 percent of the total, an increase of 2.21 points over the previous year's 5.43 percent.

HD registrations exceed 200,000 for the first time

Continued from Page 8

the year-earlier 38,996. Group 8 tallies were 8.5 percent higher, 165,859 versus 152,841.

International again was No. 1, with its 65,894 registrations accounting for almost 31 percent of the industry total. Last year's total was 30.4 percent higher the 1978 count of 50,545 units.

International's share of total industry registrations dropped slightly in the final month, but for the 12-month period it was up 4.56 percentage points over the 1978 penetration, 30.91 percent versus 26.35 percent.

No. 2 Ford lost ground in 1979 in both unit registrations and penetration. During the year, 37,706 Ford heavies were registered, compared with 37,824 in 1978. Share of the industry total was down 2.03 points, from 19.72 percent in 1978 to 17.69 percent.

Only gainers in penetration other than International were Freightliner, Autocar, Western Star and the miscellaneous group.

AMC is only U. S. maker to increase market share

’79 registrations slip 5.58 pct. to 10.3 million

Continued from Page 4

share. Miscellaneous domestic lines held steady at 0.04 percent.

Domestic-only registrations for the full year were divided this way: GM, 60.07 percent; Ford Motor Co., 26.24 percent; Chrysler Corp., 11.67 percent; AMC, 1.96 percent, and miscellaneous, 0.06 percent.

For 1978, domestic-only registrations were divided as follows: GM, 57.97 percent; Ford Motor Co., 27.87 percent; Chrysler Corp., 12.36 percent; AMC, 1.75 percent, and miscellaneous, 0.05 percent.

By size class, subcompacts, imports and luxury cars increased their share of registrations compared with 1978.

Registrations by size class, with 1978 figures in parentheses, were: Subcompact, 1,170,027 (940,287); compact, 2,066,412 (2,372,557); passenger van, 108,005 (140,921); intermediate, 2,498,120 (2,927,718); standard, 1,582,645 (2,015,957); luxury, 570,698 (602,570), and import, 2,339,004 (1,046,094).

Market shares for 1979 by size class were: Subcompact, 11.32 percent, up 2.73 percentage points; compact, 20.00 percent, down 1.67 points; passenger van, 1.05 percent, off 0.24 of a point; intermediate, 24.17 percent, down 2.58 points; standard, 15.31 percent, down 3.11 points; luxury, 5.52 percent, up 0.02 of a point, and import, 22.63 percent, up 4.85 points.

• In December, as in the full year, only AMC and the imports improved their market shares. AMC's share was 1.92 percent, up 0.64 of a point from a year earlier, while the imports took 23.63 percent of December registrations, up 6.93 points.

Biggest loss was suffered by GM in December, which saw its market share fall 3.51 points to 46.36 percent. Ford Motor Co. took 21.02 percent of the market, down 2.34 points, while Chrysler Corp. was off 1.73 points to 7.02 percent. Miscellaneous domestics accounted for 0.05 percent, up 0.01 of a point.

Registrations by size class in December, with year-earlier figures in parentheses, were: 84,226 (85,085); compact, 179,591 (201,237); passenger van, 7,417 (11,655); intermediate, 192,606 (238,226); standard, 118,375 (186,144); luxury, 52,694 (67,816), and import, 196,410 (158,373).

Market shares by size class in December were: Subcompact, 10.13 percent, up 1.16 points from a year earlier; compact, 21.60 percent, up 0.38 of a point; passenger van, 0.89 percent, down 0.34 of a point; intermediate, 23.17 percent, off 1.94 points; standard, 14.24 percent, down 5.38 points, luxury, 6.34 percent, off 0.81 of a point, and import, 23.63 percent, up 6.93 points.

• A surprise in the top 20 nameplate registration rankings in December was Ford Fairmont moving to the top, pushing standard Chevrolet and Chevrolet Citation each down a notch and dropping Olds Cutlass Supreme down into sixth place.

The top 20 nameplates in December registrations were:

1—Ford Fairmont	35,902
2—Standard Chevrolet	33,798
3—Chevrolet Citation	31,355
4—Chevrolet Chevette	28,305
5—Chevrolet Malibu	25,481
6—Olds Cutlass Supreme	24,738
7—Standard Oldsmobile	24,110
8—Ford Mustang	22,715
9—Ford Thunderbird	19,594
10—Cadillac	18,722
11—Standard Ford	18,474
12—Chevrolet Monte Carlo	18,201
13—Buick Regal	17,169
14—Standard Buick	14,674
15—Ford Pinto	13,491
16—Standard Pontiac	13,161
17—Pontiac Grand Prix	12,793
18—Chevrolet Camaro	12,679
19—Buick Skylark	12,376
20—Ford Granada	10,471

AUTOMOTIVE NEWS ANALYSIS OF NEW CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

DECEMBER, '79 VS. DECEMBER, '78

	1979		1978	
	DEC.	YEAR	DEC.	YEAR
AMX Spirit/AMX	4.884	53.429	2.846	22.400
Concord	4,660	66.316	5,923	83,972
Concord Station Wagon	1,374	16,808	2,038	21,966
Eagle 4 WD	1,942	4.404		
Eagle Station Wagon	2,608	6,751		
Pacer	140	2,655	410	7,253
Pacer Station Wagon	379	5,906	775	13,070
Matador		348	114	5,770
Matador Station Wagon		136	48	3.366
Total American Motors Corp.	15,987	156.753	12,154	157.797
Chrysler LeBaron	5,473	85.298	8,780	99.095
LeBaron Station Wagon	936	14,756	1,975	20,716
Cordoba	5,639	59,817	7,162	103,443
Newport	1,638	51,122	3,292	31,413
New Yorker	2,191	32,650	3,059	34,786
Station Wagon				178
Total	15,877	243,643	24,268	289,631
Plymouth Horizon	9,498	143,360	10,667	113,081
Voyager	627	9,950	871	12,890
Volare	7,116	125,710	9,784	140,093
Volare Station Wagon	2,115	39,954	3,971	66,953
Fury		3,047	1,124	51,760
Fury Station Wagon		138	53	8,280
Gran Fury/Brougham	367	593		1,286
Plymouth Station Wagon				191
Total	19,723	322,752	26,470	394,534
Dodge Omni	8,070	121,525	8,540	84,288
Aspen	5,305	86,208	7,163	103,800
Aspen Station Wagon	1,591	31,045	3,215	50,941
Sportsman	1,805	29,522	2,711	41,499
Monaco		2,898	1,152	31,586
Monaco Station Wagon		108	43	5,820
Diplomat	2,283	39,052	4,265	48,410
Diplomat Station Wagon	435	6,763	854	9,485
Magnum XE/Mirada	2,206	23,531	3,148	47,346
St. Regis	1,077	26,350	1,204	2,096
Royal Monaco/Brougham				2,430
Dodge Station Wagon				245
Total	22,772	367,002	32,295	427,946
Total Chrysler Corp.	58,372	933,397	83,033	1,112,111
Ford Pinto	10,279	132,681	9,813	121,143
Pinto Station Wagon	3,212	50,595	3,987	45,241
Fairmont	28,918	251,000	22,468	291,063
Fairmont Station Wagon	6,984	81,621	8,576	108,932
Granada	10,471	141,116	16,549	217,078
Club Wagon	2,903	38,174	4,844	44,516
LTD II	1,535	28,387	6,269	138,489
LTD II Station Wagon				820
LTD	13,205	195,240	25,262	245,500
LTD Crown Victoria	1,405	1,582		
Ford Station Wagon	3,864	47,406	6,936	71,282
Mustang	22,715	294,904	24,071	187,923
Thunderbird	19,594	210,018	21,862	297,090
Total	125,085	1,472,724	150,637	1,769,077
Lincoln Continental	4,574	60,089	9,572	92,290
Continental Mark	6,589	54,497	7,765	72,279
Versailles	863	13,511	1,947	14,304
Total	12,026	126,097	19,284	178,873
Mercury Bobcat	2,318	34,654	2,196	21,740
Bobcat Station Wagon	520	8,378	694	7,331
Zephyr	6,530	77,213	7,740	95,419
Zephyr Station Wagon	1,314	18,035	1,936	24,627
Monarch	4,274	54,470	6,521	77,295
Marquis	1,851	28,051	2,669	35,675
Marquis Brougham	1,707	23,467	2,602	32,939
Grand Marquis	2,073	28,612	3,810	48,286
Marquis Station Wagon	944	13,138	1,738	15,215
Cougar	9,341	122,618	14,404	187,750
Cougar Station Wagon				388
Capri	6,781	88,484	7,317	13,334
Total	37,653	497,120	51,627	560,299
Lincoln-Mercury Division	49,679	625,217	70,911	739,172
Total Ford Motor Co.	174,764	2,097,941	221,548	2,508,249
Buick Skyhawk	1,015	18,225	1,568	21,691
Skylark	12,376	104,172	5,820	97,033
Century	6,732	31,912	3,277	42,767
Regal	17,169	244,145	23,300	241,552
Century Station Wagon	1,663	25,402	2,656	32,850
LeSabre	2,111	28,015	2,581	30,586
LeSabre Limited	6,315	85,898	10,176	130,588
Electra 225	7,272	84,333	10,804	118,019
Buick Station Wagon	876	14,688	2,085	24,297
Riviera	4,375	49,525	4,380	23,149
Total	59,904	686,315	66,647	762,532
Cadillac deVille	14,909	167,018	20,375	202,707
Fleetwood & Chassis	3,813	35,579	4,395	36,269
Eldorado	5,099	60,935	5,638	43,681
Seville	5,331	44,120	5,481	52,396
Total	29,152	307,652	35,889	335,053
Chevrolet Chevette	28,305	363,216	20,299	241,622
Camaro	12,679	203,647	24,868	251,983
Monza	8,977	125,246	12,493	126,993
Monza Station Wagon	190	13,799	2,505	27,548
Nova/Citation	31,355	290,931	17,338	243,444
Sportvan	2,082	30,359	3,229	42,016
Malibu	18,893	243,699	24,696	269,780
Malibu Station Wagon	6,588	93,142	9,258	96,416
Monte Carlo	18,201	264,967	27,962	348,751
Impala	10,676	155,937	19,014	218,244
Caprice	15,968	189,113	24,937	256,977
Chevrolet Station Wagon	7,154	90,081	11,954	130,790
Corvette	3,328	40,076	4,094	40,426
Total	164,396	2,104,213	202,647	2,294,990
Oldsmobile Starfire	1,109	18,184	1,746	17,981
Omega	5,313	46,336	2,669	42,215
Cutlass Salon	11,904	61,546	4,693	65,658
Cutlass Supreme/Calais	24,738	403,107	36,652	391,566
Cutlass Station Wagon	3,009	45,652	3,957	44,751
Delta 88	2,140	31,814	3,378	41,400
Delta 88 Royale	11,790	161,838	16,438	187,402
98	8,034	90,293	12,635	117,882
Oldsmobile Station Wagon	2,146	27,052	3,264	33,972
Toronado	3,813	45,348	4,169	25,069
Total	73,996	931,170	89,601	967,896
Pontiac Sunbird	5,827	84,196	7,208	81,527
Sunbird Station Wagon	22	2,539	523	7,401
Phoenix	7,555	74,357	3,784	56,971
LeMans	5,690	77,078	8,576	92,516
LeMans Station Wagon	3,039	38,107	2,797	26,190
Catalina	1,794	24,950	2,979	46,789
Bonneville	5,720	83,691	8,070	77,070
Bonneville Brougham	4,027	39,551	4,233	49,178
Pontiac Station Wagon	1,620	22,530	2,601	26,942
Grand Prix	12,793	176,862	19,149	215,307
Firebird	9,841	149,955	18,301	177,192
Total	57,928	773,816	78,221	857,083
Total General Motors	385,376	4,803,166	473,005	5,217,554
(Checker)	359	4,255	380	3,855
Miscellaneous Domestic Total	410	4,650	423	4,299
Domestic Station Wagon Total	60,000	822,535	90,094	1,067,425
Domestic Grand Total	634,909	7,995,907	790,163	9,000,010
Import Total	196,410	2,339,004	158,373	1,946,094
Grand Total All Registrations	831,319	10,334,911	948,536	10,946,104

Registrations not available for Oklahoma.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

12 MONTHS, 1979 VS. 1978★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Dec., '79								227	229
	Dec., '78								188	188
	Year to Date '79								2,227	2,227
	Year to Date '70								1,880	1,880
BROCKWAY	Dec., '79									
	Dec., '78									
	Year to Date '79								2	2
	Year to Date '78								37	37
CHEVROLET	Dec., '79	35,534	43,908	16		173	2,798	34	360	82,823
	Dec., '78	43,949	69,429			193	3,464	213	331	117,579
	Year to Date '79	445,549	591,506	4,948		1,786	34,892	1,139	5,050	1,084,870
	Year to Date '78	431,982	801,950			1,854	34,340	1,662	3,999	1,275,787
(Memo Units) #	Dec., '79	16,222	12,507							28,729
	Dec., '78	17,680	19,622							37,302
	Year to Date '79	205,206	172,926							378,132
	Year to Date '78	175,692	210,433							386,125
DIAMOND REO	Dec., '79									
	Dec., '78									
	Year to Date '79									
	Year to Date '78									
DODGE	Dec., '79	7,231	11,930	345	11					19,517
	Dec., '78	6,716	25,138	7,473	1,864	2	1	1		41,195
	Year to Date '79	106,712	207,453	32,869	4,936					351,970
	Year to Date '78	73,610	322,658	52,643	15,250	85	207	17		464,470
(Memo Units) #	Dec., '79	4,165	6,096	121						10,382
	Dec., '78	2,812	12,817	3,708						19,337
	Year to Date '79	60,026	112,332	26,340						198,698
	Year to Date '78	38,440	174,980	29,280						242,700
FORD	Dec., '79	24,870	55,996	91			4,711	1,548	1,852	89,068
	Dec., '78	24,562	80,186	61		10	6,975	1,807	2,615	116,216
	Year to Date '79	296,309	734,342	456			53,843	15,228	22,478	1,122,656
	Year to Date '78	272,759	946,934	698		137	55,899	15,531	22,293	1,314,251
(Memo Units) #	Dec., '79	9,709	16,135							25,844
	Dec., '78	9,404	23,614							33,018
	Year to Date '79	111,758	220,692							332,450
	Year to Date '78	106,685	277,932							384,617
FREIGHTLINER	Dec., '79								1,499	1,499
	Dec., '78								1,117	1,117
	Year to Date '79								13,636	13,636
	Year to Date '78								11,725	11,725
FWD	Dec., '79									
	Dec., '78								13	13
	Year to Date '79									
	Year to Date '78							1	145	146
GMC	Dec., '79	5,432	12,684	11		80	1,714	111	1,585	21,617
	Dec., '78	6,318	17,909	75		61	2,488	346	1,379	28,576
	Year to Date '79	68,532	167,198	1,020		1,041	24,983	1,973	18,393	283,140
	Year to Date '78	68,355	215,185	1,540		822	24,898	3,925	14,460	329,185
(Memo Units) #	Dec., '79	1,063	3,271							4,334
	Dec., '78	1,155	5,121							6,276
	Year to Date '79	13,871	47,114							60,985
	Year to Date '78	14,736	56,626							71,362
INTERNATIONAL	Dec., '79		2,030				1,755	2,003	2,567	8,355
	Dec., '78		2,892				2,416	1,798	3,236	10,342
	Year to Date '79		23,464				27,221	27,309	38,585	116,579
	Year to Date '78		36,065				29,964	16,494	34,051	116,574
(Memo Units) #	Dec., '79									
	Dec., '78		2,892							2,892
	Year to Date '79									
	Year to Date '78		36,065							36,065
JEEP	Dec., '79	7,330	5,460							12,790
	Dec., '78	8,614	9,193							17,807
	Year to Date '79	83,401	61,813							145,214
	Year to Date '78	85,222	78,326							163,548
(Memo Units) #	Dec., '79	7,330	2,273							9,603
	Dec., '78	8,614	4,136							12,750
	Year to Date '79	83,401	26,781							110,182
	Year to Date '78	85,222	36,347							121,569
KENWORTH	Dec., '79								1,333	1,333
	Dec., '78								1,193	1,193
	Year to Date '79								14,893	14,893
	Year to Date '78								14,345	14,345
MACK	Dec., '79								2,330	2,330
	Dec., '78								2,077	2,077
	Year to Date '79								29,264	29,264
	Year to Date '78								27,390	27,390
PETERBILT	Dec., '79								728	728
	Dec., '78								833	833
	Year to Date '79								8,693	8,693
	Year to Date '78								9,454	9,454
PLYMOUTH	Dec., '79	1,208	349							1,557
	Dec., '78	627	998							1,625
	Year to Date '79	14,428	5,250							19,678
	Year to Date '78	868	7,145							8,013
WESTERN STAR	Dec., '79								99	99
	Dec., '78								104	104
	Year to Date '79								1,133	1,133
	Year to Date '78								786	786
WHITE	Dec., '79								792	792
	Dec., '78							58	1,353	1,411
	Year to Date '79								9,145	9,145
	Year to Date '78							437	10,189	10,626
MISCELLANEOUS*	Dec., '79	21,822	1		1	2	285	188	199	22,498
	Dec., '78	19,805		17		1	193	116	223	20,355
	Year to Date '79	258,003	14	43	6	31	2,687	1,666	2,360	264,810
	Year to Date '78	210,268	6	93		35	1,705	929	2,087	215,123
TOTALS	Dec., '79	103,427	132,358	463	12	255	11,263	3,884	13,573	265,235
	Dec., '78	110,591	205,745	7,626	1,864	267	15,537	4,339	14,662	360,631
	Year to Date '79	1,272,934	1,791,040	39,336	4,942	2,858	143,626	47,315	165,859	3,467,910
	Year to Date '78	1,143,064	2,408,269	54,974	15,250	2,933	147,013	38,996	152,841	3,963,340

★—No Oklahoma registrations, 1979 and 1978; Hawaii, July-December, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ramcharger, Trail Duster, D-50, Arrow; Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, Crane Carrier, etc.

—Compiled from R. L. Polk & Co. data.

Production overseas

UNITED KINGDOM

Cars

	11 mos., 1979	11 mos., 1978
Austin-Morris	324,253	390,476
Jaguar-Rover-Triumph	137,757	171,597
Total BL	462,010	562,073
Ford	363,216	295,113
Lotus	987	1,128
Reliant	799	752
Rolls-Royce	2,961	2,965
Talbot	88,642	178,600
TVR	282	285
Vauxhall	52,922	77,785
Others	665	668
Total	972,484	1,119,369
Trucks and Buses		
Austin-Morris	49,209	52,217
Land-Rover	37,600	42,676
Leyland	27,119	25,521
Total BL	113,928	120,414
Bedford	80,464	106,079
Dodge	16,027	15,839
ERF	2,867	2,773
Foden	1,457	1,455
Ford	152,421	95,880
Hestair Dennis	517	796
Seddon Atkinson	4,230	4,747
Others	725	800
Total	372,636	348,783
Total vehicles	1,345,120	1,468,152

FRANCE

Cars

	11 mos., 1979	11 mos., 1978
Alpine	1,241	1,129
Citroen	631,855	620,575
Peugeot	700,080	673,199
Renault	1,285,374	1,124,312
Talbot-Matra	15,728	15,809
Talbot-Simca	344,034	403,963
Total	2,978,312	2,838,977
Trucks and Buses		
Berliet	15,432	16,535
CBM	102	79
Citroen	43,933	52,188
Peugeot	100,891	109,261
Renault	129,690	118,396
Saviem	25,477	28,685
Sovam	124	92
Talbot-Matra	321	0
Talbot-Simca	25,663	21,177
Unic-Fiat	17,433	15,856
Total	358,966	363,279
Total vehicles	3,337,278	3,202,256

SPAIN

Cars

	11 mos., 1979	11 mos., 1978
Citroen	147,565	138,766
FASA-Renault	252,904	229,565
Ford	216,421	251,030
Seat	269,761	268,812
Talbot	72,843	88,894
Total	959,494	977,067
Trucks and Buses		
CAF (Land Rover)	4,171	4,790
Dodge	4,531	4,751
Ebro	23,190	25,931
Mevosa	13,295	13,464
Pegaso	6,781	8,220
Sant'Ana (Jeep)	16,080	14,854
SAVA	6,914	8,297
Total	74,962	80,307
Total vehicles	1,034,456	1,057,374

Registrations overseas

JAPAN

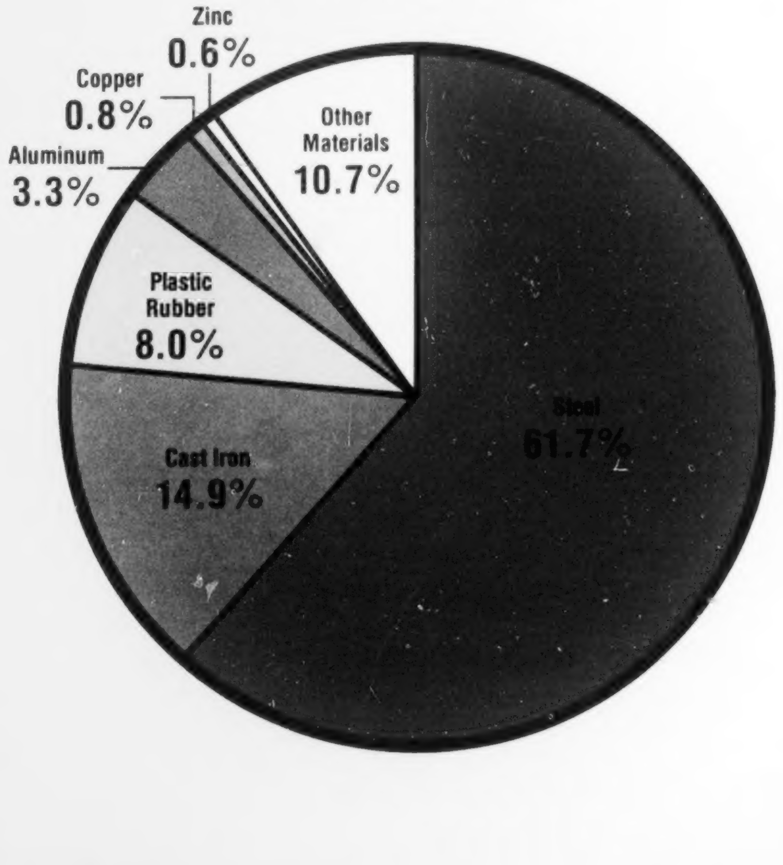
Cars

	12 mos., 1979	12 mos., 1978
Daihatsu	99,939	97,725
Honda	175,950	171,274
Isuzu	50,474	48,613
Mazda	203,152	171,665
Mitsubishi	266,802	280,339
Nissan	890,501	834,502
Subaru	82,198	80,111
Suzuki	65,542	60,038
Toyota	1,142,428	1,081,919
Imports	56,463	50,374
Total	3,033,449	2,857,566
Trucks and Buses		
Daihatsu	186,872	168,448
Hino	57,986	47,074
Honda	86,941	83,086
Isuzu	150,316	136,261
Mazda	201,201	170,608
Mitsubishi	280,339	233,660
Nissan	344,328	306,199
Nissan Diesel	29,644	23,734
Subaru	81,651	74,798
Suzuki	229,334	150.612
Imports	0	1
Total	2,117,453	1,825,586
Total vehicles	5,150,902	4,683,152

UNITED KINGDOM

Cars

	12 mos., 1979	12 mos., 1978
Austin-Morris	266,778	285,787
Jaguar-Rover-Triumph	70,206	88,006
Total BL	336,984	373,793
Ford	485,559	392,366
General Motors	140,944	154,089
Talbot	119,433	112,562
Datsun	102,395	101,735
Renault	93,468	69,627
Fiat group	79,577	83,956
VW-Audi	76,288	63,222
Others	281,627	220,589
Total	1,716,275	1,591,939
Trucks and Buses		
Austin-Morris	45,910	44,400
Land Rover	6,418	5,722
Leyland	13,804	13,584
Total BL	66,132	63,706
Ford	88,141	70,066
Bedford (GM)	52,483	45,926
Dodge	14,306	12,182
Volkswagen	11,714	8,103
Datsun	8,165	7,527
Mercedes-Benz	6,241	4,269
Volvo	4,052	3,725
Seddon Atkinson	4,626	3,825
Others	44,705	36,956
Total	300,565	256,285
Total vehicles	2,016,840	1,848,224



Materials in Average 1979 Car

Aluminum Assn.

factories list auction dates

American Motors

Feb. 27—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Feb. 28—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 26—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—St. Pete Auto Auction, 14850 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 28—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5057 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 29 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Ford Motor Co.

Feb. 27—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

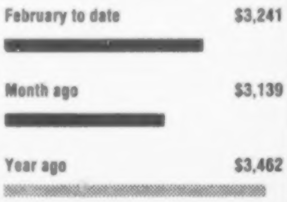
Model breakdown

Auction averages

	February to Date	Jan.	Dec.
1980	$6,467	$6,187	
1979	5,236	5,414	$5,698
1978	3,793	3,591	3,741
1977	2,784	2,730	3,043
1976	2,244	2,233	2,297
1975	1,876	1,802	1,828
1974	1,387	1,456	1,409
1973	1,119	1,138	1,120
Overall Average	$3,241	$3,175	$3,262

Used car sales

Auction averages



Makers trail 1979 pace by two weeks

Millionth car of 1980 assembled

By Michele Raquepau
Staff Writer

Year-to-date auto production by U. S. makers last week exceeded one million. The milestone unit was two weeks behind the 1979 pace.

The year-to-date figure of 1,005,946 is a drop of 29.77 percent from the 1,432,367 assembled by this date in 1979.

Six plants reopened last week and production of 164,799 was up 17.06 percent from the 140,787 built the previous week. Last week's production, however, was 6.92 percent lower than the 177,057 built in the comparable 1979 week.

General Motors has built 693,719 cars this year and has 68.96 percent of year-to-date production. Ford Motor Co. follows with 167,940 units and 16.69 percent of the year's total.

Chrysler Corp. has assembled 89,696 units and has 8.92 percent of the year-to-date total. American Motors has built an estimated 31,766 units for 3.16 percent.

Volkswagen of America has built 22,320 cars for 2.22 percent of the total, and Checker, 505 units for 0.05 percent of year-to-date production.

Chrysler's Newark plant was down last week. All Chrysler plants are scheduled to work this week.

GM's Tarrytown plant worked six days last week as did Willow Run. Framingham (Century, Regal, Cutlass) worked four days.

Slow sales have closed the Cadillac home plant this week, as well as the companion Fisher Body plant.

VWoA worked 12½ hours of overtime last week and will work 16 hours of overtime this week.

Truck production rises 30 pct. to 43,860 for week

U. S. truck production last week of 43,860 rose 30.14 percent over the 33,702 assembled the previous week.

Last week's production, though, was 44.11 percent below the 78,479 trucks built in the comparable 1979 week.

The year-to-date total of 289,158 is down 54.17 percent from the 630,926 assembled by this date, 1979.

All Chrysler Corp. plants will work this week. Last week, the Warren and Missouri plants were down.

GMC will recall 1,200 workers March 17 at its heavy-duty plant in Pontiac. The recall reinstates the second shift and will increase production from 80 to 140 units per day.

The Chevrolet Lordstown van line was down last week and will remain down this week. The closing idles 1,300 workers temporarily.

The General Motors plant in Flint will close the weeks beginning March 3, April 7, and May 19 to balance inventories.

Ford Motor Co.'s Kentucky plant was down last week. A Ford spokesman said the company is still recovering from the Budd Co. strike and is unable to get parts to keep the Kentucky plant open.

International Harvester has been on strike since Nov. 1, 1979.

Volkswagen of America worked 12½ hours of overtime last week and will work 16 hours of overtime this week.

Gains of 40 pct. posted by cars, trucks in Canada

Car and truck production in Canada rose more than 40 percent last week, but output still trails 1979 levels.

Last week, 19,156 cars were built in Canada, an increase of 45.99 percent over the 13,121 assembled the previous week. Last week's production, though was 25.54 percent behind the 25,725 built in the comparable 1979 week.

Year-to-date, 119,663 units have been assembled, down 35.21 percent from the 184,700 built by this date in 1979.

Truck production last week of 11,799 was up 44.05 percent from the 8,191 built the previous week, but down 28.20 percent from the 16,434 in the same week, 1979.

The year-to-date truck total of 79,234 lags 35.54 percent below the 122,918 built in the same time period of 1979.

Chrysler closed its Windsor car plant Feb. 4. The Windsor truck line closed Feb. 11. Both are scheduled to reopen March 3.

Ford Motor Co.'s Oakville car and truck plants were closed last week. A Ford spokesman said the plants had difficulty getting parts as a result of the Budd Co. strike.

All Ford plants will work regular schedules this week.

All General Motors plants worked regular schedules last week and will continue to do so this week. GM still has 1,230 workers on indefinite layoff.

Volvo is working a regular schedule this week. Volvo was closed last Monday for a holiday.

U. S. CAR PRODUCTION

	Week Ended Feb. 23, 1980	Same Week 1979	Week Ended Feb. 16, 1980	Feb to Date	Jan. 1, to Feb. 24, 1979	Jan. 1, to Feb. 23, 1980
AMERICAN MOTORS	4,760*		4,760*	15,876*	1,876*	31,766*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	11,920	14,316	12,133	45,116	143,385	89,696
Plymouth Total	5,050	7,775	6,328	20,748	55,230	40,553
Horizon	3,180	3,666	3,239	10,797	28,184	24,241
Volare	950	4,109	2,065	7,545	26,041	12,203
'80 Gran Fury	860		973	2,093		3,493
Caravelle	60		51	313	1,005	616
Chrysler Total	1,870	343	534	5,565	31,517	11,426
Chrysler	140		172	530	15,307	2,948
LeBaron	1,730	343	362	5,035	16,210	8,478
Dodge Total	5,000	6,198	5,271	18,803	56,638	37,717
Omni	2,850	2,994	2,881	9,921	22,181	22,180
St. Regis	600		530	1,324	7,772	2,765
Diplomat	800	186	143	2,231	8,843	3,648
Aspen	750	3,018	1,717	5,327	17,842	9,124
FORD MOTOR	41,076	47,626	24,476	90,863	395,287	167,940
Ford Division	28,068	28,272	18,355	63,568	248,551	120,488
Pinto	2,930	2,891		6,124	26,216	8,386
Mustang II/Mustang	5,168	8,218	5,840	16,886	61,862	30,811
Fairmont	6,615	4,060	6,969	19,095	26,950	32,467
Granada	3,036	3,385		4,572	25,653	12,431
LTD II		982			7,564	
Thunderbird	6,649	8,157	3,646	11,321	51,831	23,069
Ford	3,670	579	1,900	5,570	48,475	13,324
L-M Division	13,008	19,354	6,121	27,295	146,736	47,452
Mercury Total	11,617	14,978	6,121	25,854	111,491	42,445
Bobcat	1,070	794		1,876	7,192	2,050
Capri	2,484	2,556	1,926	6,364	16,847	10,019
Zephyr	2,025	1,880	1,610	5,278	9,578	9,783
Monarch	1,553	1,939		1,887	14,343	4,144
Cougar/XR7	1,915	4,554		2,725	35,900	7,174
Mercury	2,570	3,255	2,585	7,724	27,631	9,275
Lincoln Total	1,391	4,376		1,441	35,245	5,007
Lincoln	513	2,114		513	17,013	1,761
Versailles	211	533		261	4,291	705
Mark VI	667	1,729		667	13,941	2,541
GENERAL MOTORS	101,259	109,807	94,180	333,686	840,068	693,719
Buick Division	18,205	15,165	18,098	60,907	123,043	128,265
Skyhawk		399			3,865	
Skylark/'79-'80	4,742	1,160	4,350	15,610	2,934	36,384
Century	3,450	1,021	3,610	11,840	8,541	23,422
Regal	4,830	5,087	5,058	15,995	42,586	30,485
Buick	3,990	6,457	3,891	13,302	53,845	28,402
Riviera	1,193	1,041	1,189	4,160	11,272	9,572
Cadillac Division	7,264	9,622	7,274	24,762	71,902	49,677
Seville	1,101	1,274	1,107	3,854	10,181	8,794
Cadillac	4,626	6,960	4,629	15,665	46,692	30,446
Eldorado	1,537	1,388	1,538	5,243	15,029	10,437
Chevrolet Division	43,083	47,124	36,707	137,616	353,143	291,206
Chevette	10,870	5,216	9,832	34,671	49,844	72,359
Monza	3,059	3,449	3,008	10,252	27,688	22,783
Camaro	3,270	6,261	3,048	10,094	49,315	20,847
Nova/Citation	9,720	2,934	9,329	32,074	8,043	71,763
Malibu	6,375	7,601	5,772	19,915	66,981	37,883
Monte Carlo	2,765	6,254	3,402	11,258	52,[illegible]80	22,295
Chevrolet	6,120	14,413	1,356	16,122	90,[illegible]42	35,692
Corvette	904	996	960	3,230	7,650	7,584
Oldsmobile Division	17,408	21,502	16,969	58,864	168,658	124,011
Starfire		432			3,308	
Omega/'79-'80	2,958	543	2,458	9,489	1,529	19,188
Cutlass	6,670	10,045	6,669	22,621	77,522	51,857
Oldsmobile	6,690	9,444	6,756	22,868	74,537	44,734
Toronado	1,090	1,038	1,086	3,886	11,762	8,232
Pontiac Division	15,299	16,394	15,132	51,537	123,322	100,560
Acadian†	330	446	332	1,298	3,113	2,522
Sunbird	3,341	2,241	3,398	11,373	15,742	24,553
Phoenix/'79-'80	2,708	522	2,708	9,191	362	20,285
Firebird	2,490	4,687	2,128	7,521	36,965	15,505
LeMans	1,635	1,795	1,654	5,540	17,351	9,473
Grand Prix	2,075	2,279	2,121	7,148	16,973	12,295
Pontiac	2,720	4,424	2,791	9,466	32,816	15,927
VOLKSWAGEN	5,684	2,707	5,147	17,557	19,687	22,320
CHECKER	100*	83	91	291	762	505
Total Cars, U. S.	164,799	177,057	140,787	503,389	1,432,367	1,005,946

CANADIAN CAR PRODUCTION

	Week Ended Feb. 23, 1980	Same Week 1979	Week Ended Feb. 16, 1980	Feb. to Date	Jan. 1, to Feb. 24, 1979	Jan. 1, to Feb. 23, 1980
CHRYSLER CORP.		4,436	1	1,295	34,310	10,756
FORD MOTOR	6,720	8,132	840	15,746	50,981	23,911
GENERAL MOTORS	12,256	12,977	12,055	39,498	98,005	83,331
VOLVO	180	180	225	720	1,404	1,665
Total Cars, Canada	19,156	25,725	13,121	57,259	184,700	119,663
N. American Cars	183,955	202,782	153,908	560,648	1,617,067	1,125,609
N. American Trucks	55,659	92,395	41,893	169,602	732,542	368,392
North American Cars and Trucks	239,614	295,177	195,801	730,250	2,349,609	1,494,001

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 23, 1980	Same Week 1979	Week Ended Feb. 16, 1980	Feb. to Date	Jan. 1, to Feb. 24, 1979	Jan. 1, to Feb. 23, 1980
CHEVROLET	16,333	23,971	15,771	52,268	196,391	111,574
DODGE/PLYMOUTH	1,200	11,757	72	6,396	93,239	18,901
FORD	17,208	26,907	9,036	43,482	217,603	96,119
GMC	3,646	6,651	3,506	12,398	54,599	27,015
INTERNATIONAL		3,091			23,000	
MACK	625	719	625	2,169	5,776	4,614
WHITE	186	333	200	664	2,640	1,439
JEEP	2,620*	3,750*	2,524*	8,678*	27,340*	17,924*
AM CORP.	430*	400*	446*	1,500*	3,138*	2,346*
VOLKSWAGEN	812		722	2,352		3,066
MISCELLANEOUS	800	900	800	2,720	7,200	6,160
Total Trucks, U. S.	43,860	78,479	33,702	132,627	630,926	289,158

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 23, 1980	Same Week 1979	Week Ended Feb. 16, 1980	Feb. to Date	Jan. 1, to Feb. 24, 1979	Jan. 1, to Feb. 23, 1980
CHRYSLER CORP.		2,160		2,148	16,090	3,097
FORD MOTOR	4,778	5,912	3,242	13,962	42,141	28,475
GENERAL MOTORS	5,902	6,312	4,042	18,315	49,617	41,260
AMERICAN MOTORS	704	1,455	539	1,243	10,486	3,999
INTERNATIONAL	290	457	243	880	3,294	1,487
MACK	60	49	60	206	605	456
WHITE	65	89	65	221	685	460
Total Trucks, Canada	11,799	16,434	8,191	36,975	122,918	79,234
N. American Trucks	55,659	92,395	41,893	169,602	732,542	368,392

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

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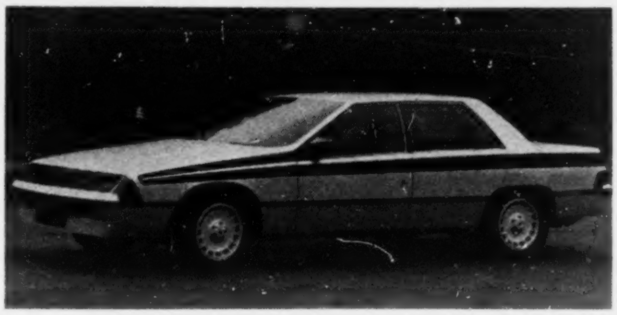
Show time in Geneva



Ford Granada Altair

The Ford Granada Altair, a concept car developed by Ghia of Turin, is based on the European Granada with an extended impact-absorbent front bumper. It is longer, lower and wider, with a drag co-efficient of 0.35 compared with 0.44 for the normal car. The Altair will go on display at the Geneva Motor Show this week.

'79 average falls to 333 from 377

U. S. sales per dealer cut

The sharp 1979 domestic new-car sales slump, matched against a steadily declining dealer population, resulted in a noticeably lower sales per dealer count for the year. Dealers sold an average 333 new cars per outlet, down from 377 in 1978 and 374 in 1977.

The industry high-water mark is 380 sales per outlet, set back in 1973.

General Motors dealers sold an average 426 units per outlet in 1979, down from the record 464 a year ago. It was the fifth time in its history that GM has topped 400 sales per dealer.

Ford Motor Co. recorded 322 sales per dealer, down considerably from 389 per outlet a year ago.

Chrysler Corp. dealers sold an average of 202 new cars per outlet in 1979, down from 239 in 1978.

American Motors, in spite of relatively strong sales last year, slipped below the 100 mark, to 97 sales per outlet. (AMC did have an increase in its new-car franchise total.) In 1978, AMC dealers averaged 105 sales per outlet. It was a low for the decade for AMC which, back in 1973, had an average of 205 sales per outlet.

None of the 12 U. S. makes matched or broke sales-per-dealer records. None had increases. A year ago, five set records and two more enjoyed increases.

Oldsmobile replaced Ford in the number two spot, its 286 sales per dealer greater than Ford's 269 average. American Motors leaped over Lincoln into 10th place. Lincoln sales per dealer skidded to 80 from 115. Lincoln's drop followed a record sales-per-dealer year.

Volkswagen of America, whose U. S.-built Rabbits are counted in domestic sales totals, still is considered an import make and thus does not appear in the U. S. sales-per-dealer roundup.

Sales per outlet for the four domestic vans — Dodge Sportsman, Ford Club Wagon, Chevrolet Sportvan and Plymouth Voyager—have been figured on sales total through Sept. 30, after which time they have been included in truck sales figures.

For the second consecutive year standard Cadillac at 126 was leader in domestic nameplate sales per outlet. Following the leader, again, was Oldsmobile Supreme at 121. A year ago the gap between first and second place was considerably wider: Cadillac at 153 and Cutlass Supreme at 123.

Standard Chevrolet lost its third-place foothold to Buick Regal, which had an average of 81 sales per outlet in 1979. Chevrolet was fourth at 76 and Oldsmobile 88 was fifth at 68.

By size-class, there were several changes of fortune on the marketplace. Subcompacts wrote success stories. Chevrolet Chevette zoomed to 64 sales per outlet from 42 to retain its grasp of first place among the U. S. subcompacts. Second-place Plymouth Horizon climbed to 50 from 39 and Dodge Omni to 45 from 32. AMC's Spirit vaulted into fifth place from eight, with 33 sales per outlet in 1979 compared with 15 in 1978.

Ford Fairmont again headed the U. S. compacts, with 62 sales per outlet in 1979, down from 73 in 1978. Plymouth Volare took over second place from AMC Concord. Plymouth dealers averaged 56 sales per outlet, down from 69. Ford Mustang was third with a 55 average, followed by Chevrolet Nova/Citation at 52. AMC Concord was a close

Continued on Page 42, Col. 4

Sales per outlet

U. S. MAKES

Sales per U. S. new-car franchise:

1979 pos.		Nameplate		1978 pos.
1	364	Chevrolet	394	1
2	286	Oldsmobile	302	3
3	269	Ford	326	2
4	241	Pontiac	277	4
5	234	Buick	256	5
6	193	Cadillac	215	6
7	172	Mercury	195	7
8	133	Dodge	158	8
9	110	Plymouth	133	9
10	97	American Motors	105	11
11	80	Lincoln	115	10
12	76	Chrysler	89	12

Case goes to the jury this week

Pinto homicide trial nears end

By Roger Rowand
Engineering Editor

WINAMAC, Ind.—The Pinto trial is expected to end this week when the jury of seven men and five women brings back its verdict.

The trial of Ford Motor Co. on three counts of reckless homicide began Jan. 7. The jury has heard from five eyewitnesses to the accident that killed three young girls Aug. 10, 1978. A variety of expert witnesses and high-ranking Ford executives have testified.

The panel has seen crash-test films, read reports and perused charts, graphs and photos.

One overriding element of the case has been the persistance of Judge Harold Staffeldt on following the strictest rules of criminal evidence. That has kept out of the courtroom a great deal of the supportive material on which the prosecution was building its case.

Prosecutor Michael Cosentino injected the element of money into the case by saying Ford's virtually unlimited resources put his case in jeopardy from the very beginning.

"It has just been a matter of David and Goliath when it comes to money. They are the Goliath and we are the David," Cosentino said.

- A high point of defense action came with the appearance of John E. Habberstad, Spokane-based accident reconstructionist. Holder of a PhD with specialties in applied mechanics and design, Habberstad showed the jury crash-test films and still photos.

He demonstrated the amount of crush that occurred to the death car through the use of an overlay representing the outline of an undamaged Pinto. Drama came when he showed films of Dearborn test crashes in which 1972 Chevrolet vans hit a 1973 Pinto, Vega, Gremlin, Toyota Corolla, Dodge Colt and Chevrolet Impala.

Habberstad said all the cars suffered similar damage.

He testified the accident Pinto was more damaged than the test car was. That was an indication the death van was traveling at a speed higher than the 50.26 MPH of the test vehicle.

He said the accident happened at 55 MPH with the Pinto stopped. Earlier, two Ford witnesses had said the Pinto was stopped. Five state eyewitnesses said it was traveling from 15 to 35 MPH.

Witnesses agreed on 50 for the van's speed.

- Crash test films were made at 24, at 200 and at 1,000 frames per second. Normal movies are made at 24 frames per second. Jury interest was intense throughout the screening, much of which was accompanied by Habberstad's discussion of accident reconstruction.

The prosecution contended it was outrageous to start with an assumed speed and a stopped Pinto. "Experimental evidence has a tendency to be so convinc-

Continued on Page 7, Col. 1

Auto-trade hearings could affect Japanese

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A House Trade subcommittee opens hearings this week into the world auto trade situation.

The hearings are expected to be the jumping off point for moves, expected later this year, aimed at forcing the big two Japanese auto makers—Toyota and Nissan (Datsun) — to begin building vehicles here or face the prospect of import limitations and/or penalties.

UAW President Douglas Fraser is expected to be the lead witness and reiterate his call for Japanese auto production here. Fraser feels Japanese auto plants here would go a long way toward cushioning his union members against unemployment such as 200,000 of them are now experiencing.

Although the union has long been an advocate of free trade, it feels the Japanese makers have stepped out of bounds this year, flooding the market with fuel-efficient cars as the domestic makers are going through a major retooling to get similar vehicles on the road.

In speeches here and in talks with the Japanese government, Toyota, Nissan and others, Fraser has pressed for action soon that would lead to a minimum of 50 percent American content in Toyota and Nissan cars.

The Japanese government has been sympathetic to his calls but Toyota and Nissan have firmly resisted, arguing that they should not be held to blame for the faults of the American makers nor forced to make what they consider to be a bad business move.

As recently as last week, the vice president of Toyota Motor Co., Shigenobu Yamamoto, told Japanese Foreign Minister Saburo Okita that his company cannot but take a negative attitude toward opening assembly plants in the U. S. under the present circumstances. President Takashi Ishihara, of Nissan Motor Co., told Okita the same thing.

The wage level in the U. S.

Continued on Page 7, Col. 3

NEWSPAPER

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breaking news

Ford Erika spawns Topaz, Apex

DEARBORN.—Ford's Erika program—project code name for the new Escort/Lynx front-drive cars—will not only spawn several additional models, but some new names as well.

Ford is using the code name "Topaz" for a new line of front-drive compacts that will replace Fairmont and Zephyr in mid-1982. The company also is said to be developing a two-seat urban car for 1984-85 under the code name "Apex." Both programs are derivatives of Erika, according to Ford insiders.

Belvidere chosen for annual meeting

DETROIT. — Chrysler Corp. will hold its annual meeting in Belvidere, Ill., May 13. UAW President Douglas A. Fraser is scheduled to be nominated to the board of directors by Chrysler Chairman Lee A. Iacocca. This will be the second year the annual meeting will be held outside Detroit. Last year's was in Syracuse, N. Y.

Fiat and Peugeot-Citroen forge a link

PARIS.—Peugeot-Citroen and Fiat have signed a letter of intent to combine resources and collaborate in marketing and manufacturing in South America. The agreement could lead to a merger of Argentine subsidiaries of the two firms later this year.

See BREAKING NEWS, Page 47, Col. 1

SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Chevrolet	364	394	381	350	302	332	408	352	355	268
Oldsmobile	286	302	294	272	192	158	241	208	200	139
Ford	269	326	335	308	276	318	380	345	337	323
Pontiac	241	277	249	233	155	151	244	204	204	163
Buick	234	256	245	244	171	141	224	198	206	160
Cadillac	193	215	207	190	166	138	178	150	154	101
Mercury	172	195	172	143	119	117	145	133	119	116
Dodge	133	158	162	166	117	149	186	166	167	158
Plymouth	110	133	143	174	127	176	216	187	185	186
AMC	97	105	112	140	177	176	205	141	114	109
Lincoln	80	115	112	76	62	56	76	60	45	41
Chrysler	76	89	96	86	70	36	51	52	48	44

1973-1979 figures are based on retail sales. Figures for prior years are based on R. L. Polk registrations.

Sales per dealer for U.S. makes decline sharply

Continued from Page 1

fifth with 51. AMC Eagle made an impressive show of eight sales per outlet in its first four months on the market.

Oldsmobile Cutlass Supreme topped the intermediates by a wide margin. Its 121 sales per outlet were down slightly from 123 in 1978 and far ahead of second place Buick Regal at 81. Chevrolet Malibu traded places with Pontiac Grand Prix; Malibu was third at 58, Grand Prix fourth at 55.

In spite of a precipitous drop, to 76 sales per dealer from 104 in 1978, standard Chevrolet stayed in first place among full-size U. S. nameplates. Oldsmobile 88 with 68 retained second place and Pontiac at 53 kept third. Standard Ford, 45, took fourth place from Buick LeSabre, 43.

Full-size Cadiliac, 126, again led the luxury-class nameplates. Cadillac Eldorado, 38, jumped from fifth to second place and Lincoln, 37, dropped to third.

Sales per nameplate

PER U. S. OUTLET

U. S. new-car sales by market class:

Subcompact

1979 pos.	Nameplate	1978 pos.
1—64	Chevette	42— 1
2—50	Horizon	39— 2
3—45	Omni	32— 3
4—34	Pinto	30— 4
5—33	Spirit	15— 8
6—28	Sunbird	29— 5
7—24	Monza	27— 6
8—15	Bobcat	10— 9
9— 6	Skyhawk	7—10
10— 5	Starfire	6—11

Compact

1979 pos.	Nameplate	1978 pos.
1—62	Fairmont	73— 1
2—56	Volare	69— 3
3—55	Mustang	12—14
4—52	Nova/Citation	42— 7
5—51	Concord	71— 2
6—46	Firebird	58— 4
7—43	Aspen	56— 5
8—37	Skylark	32—10
9—35	Camaro	44— 6
10—34	Zephyr	40— 8
11—30	Capri	6—16
12—25	Granada	39— 9
12—25	Phoenix	18—12
14—19	Monarch	27—11
15—15	Omega	12—14
16— 8	Eagle	*
17— 5	Pacer	13—13

*—New nameplate in 1979

Compact Vans**

1979 pos.	Nameplate	1978 pos.
1— 9	Sportsman	15— 1
2— 5	Club Wagon	8— 2
3— 4	Sportvan	7— 3
4— 3	Voyager	4— 4

**—Sales include period Jan. 1, 1979-Sept. 30, 1979.

Intermediate

1979 pos.	Nameplate	1978 pos.
1—121	Cutlass Supreme	123— 1
2— 81	Regal	82— 2
3— 58	Malibu	62— 4
4— 55	Grand Prix	70— 3
4— 55	Monte Carlo	60— 5
6— 41	XR-7	54— 7
7— 39	Thunderbird	55— 6
8— 36	LeMans	38— 8
9— 34	Cutlass	34—10
10— 30	LeBaron	38— 8
11— 21	Century	24—13
12— 19	Cordoba	32—11
13— 16	Diplomat	21—14
14— 9	Magnum	18—16
15— 5	LTD II	25—12
16— 1	Cougar	12—18

Standard

1979 pos.	Nameplate	1978 pos.
1—76	Chevrolet	104— 1
2—68	Oldsmobile 88	82— 2
3—53	Pontiac	64— 3
4—45	Ford	60— 5
5—43	LeSabre	63— 4
6—32	Mercury	46— 6
7—29	Electra	40— 7
8—27	Chrysler	20— 9
8—27	Oldsmobile 98	37— 8
10—10	Dodge	2—10

Luxury

1979 pos.	Nameplate	1978 pos.
1—126	Cadillac	153— 1
2— 38	Eldorado	29— 5
3— 37	Lincoln	60— 2
4— 35	Mark V/VI	47— 3
5— 27	Seville	34— 4
6— 16	Riviera	8— 7
7— 14	Toronado	8— 7
8— 8	Versailles	10— 6
9— 6	Corvette	7— 9

218,840 new cars retailed

Mid-month sales show mild strength

By Jenny L. King
Staff Writer

Although the elaborate rebate programs of the Big Three auto makers were just getting underway during the mid-February sales period, it appears that their not-so-gentle prodding had a positive effect on domestic new-car sales.

General Motors was offering buyers of some 1979-model full-size V-8 powered cars a sizeable rebate. Ford Motor Co. was involved in the largest, most expensive rebate program in its history, including $500 cash rebates on Thunderbirds and Cougar XR-7s and $300 rebates on Fairmonts and Zephyrs. Chrysler has a money-back guarantee on its new cars.

Feb. 11-20 sales were up 1.02 percent, 218,840 compared with 216,636 for the period a year ago. Three of the five domestic makers reported sales increases, while Ford and Chrysler continued below their 1979 levels. The 1.02-percent climb looked especially encouraging following a 31.16-percent drop Feb. 1-10.

On a daily rate basis, however, sales were down 10.21 percent. With nine days this year the rate was 24,316, compared with an average 27,080 for the eight days in 1979.

GM reported sales of 137,517, up 9.19 percent from 125,945. Non-rebate small-car makers VWoA and AMC also had sales increases. VWoA Rabbit sales jumped 34.99 percent, to 5,401 from 4,001. Estimated sales of AMC passenger cars were 4,500, up 60.71 percent from 2,800.

Ford Motor Co. reported a sales decline of 12.64 percent, to 52,955 from 60,614. Chrysler Corp. suffered a 20.66-percent drop, going to 18,467 from 23,276.

In share of the market, GM gained more than four percentage points, going to 62.84 percent from 58.14 percent. Ford dropped to 24.20 percent from 27.98 percent. Chrysler earned 8.44 percent, its lowest share so far this year and down from 10.74 percent in 1979. VWoA sales accounted for 2.46 percent, up from 1.84 percent, and AMC climbed to 2.06 percent from 1.30 percent.

Five of the 13 domestic makes enjoyed sales increases during the mid-February period. Along with AMC and VWoA were Buick, Chevrolet and Oldsmobile. Buick sales were up 38.77 percent to 22,885 from 16,491. Chevrolet sales increased by 11.81 percent, to 64,888 from 58,032. Oldsmobile recorded a 21.55-percent improvement, to 23,820 from 19,597.

Big-car makers Cadillac and Lincoln reported the greatest declines. Lincoln sales plunged 63.13 percent and, coupled with Mercury's 15.27-percent drop, the division fell far below (26.23 percent) its record sales of a year ago. Cadillac, too, was competing against a year-ago record; its sales dropped 29.26 percent to 6,769 from 9,569 in 1979.

The Lincoln-Mercury decline pulled Ford Division's relatively minor 6.15-percent drop down to the corporate's 12.64-percent overall decline. At Chrysler Corp., Plymouth was down 23.06 percent, Chrysler was off 24.35 percent and Dodge dropped 16.13 percent during the mid-February period.

Four of the five top-selling nameplates were members of the Chevrolet family. Subcompact Chevrolet Chevette was No. 1, with sales of 14,491, followed by standard Chevrolet (Caprice and Impala) at 14,350, Chevrolet Citation at 12,779, Ford Fairmont at 12,161 and Chevrolet Malibu at 8,633. A year ago the top five were: standard Chevrolet, Chevrolet Malibu, Chevrolet Chevette, Ford Fairmont and Oldsmobile Cutlass Supreme.

Year-to-date sales through Feb. 20 totaled 953,426, down 11.27 percent from 1,014,550 for the comparable 1979 period.

DOMESTIC SALES

	Feb. 11-20, 1980	Feb. 11-20, 1979
AMERICAN MOTORS	4,500†	2,800†
Chrysler	3.831	5,064
Plymouth	7,082	9,205
Dodge	7,554	9,007
CHRYSLER CORP.	18,467	23,276
Ford	38,515	41,040
Mercury	12,787	15,091
Lincoln	1,653	4,483
FORD MOTOR	52,955	60,614
Buick	22,885	16,491
Cadillac	6,769	9,569
Chevrolet	64,888	58,032
Oldsmobile	23,820	19,597
Pontiac	19,155	22,265
GENERAL MOTORS	137,517	125,945
VOLKSWAGEN	5,401	4,001
INDUSTRY TOTAL	218,840	216,636

†—Estimated.

factories list auction dates

American Motors

March 4—Colorado Auto Auction, Denver.

March 5—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 7 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 11 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 12—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 13 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

March 18 — Colorado Auto Auction, Denver.

March 19—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 3—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 271 N. Beck St., Baton Rouge, La.

March 4—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 5—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

March 6—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 7—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 10 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 11 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy. Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 12—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 13—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 14—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

March 18 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 19—St. Pete Auto Auction, 14950 Roosevelt Rd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., Kent, Wash.

March 20—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 21—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Model breakdown

Auction averages

	February to Date	Jan.	Dec.
1980	$6,313	$6,187	
1979	5,151	5,414	$5,608
1978	3,755	3,591	3,741
1977	2,790	2,730	3,043
1976	2,214	2,233	2,297
1975	1,836	1,902	1,828
1974	1,392	1,456	1,409
1973	1,127	1,138	1,120
Overall Average	$3,207	$3,175	$3,262

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Chrysler sales are limited to Chrysler Corp. dealers.

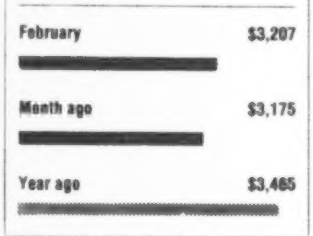
Ford Motor Co.

March 5 — Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 6—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Used car sales

Auction averages



March 11 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Harrisonburg Auto Auction, I-81, Harrisonburg, Va.

March 12 — Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

March 13—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 1944 W. Sunshine, Springfield, Mo.

March 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 19 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 20 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Makers slate 682,514 cars, down 23 pct.

March schedule is far below '79

By Michele Raquepau
Staff Writer

Scheduled U. S. auto production of 682,514 for March is a decline of 23.73 percent from the 894,900 assembled in March of 1979.

The March forecast is the lowest for this month since the 490,476 cars built in 1975, though production increases are scheduled by the three smallest companies.

American Motors has 19,000 planned for March, an increase of 74.57 percent over the 10,884 it built last March. Volkswagen of America has scheduled 21,094, a rise of 22.91 percent over the 17,162 assembled in March, 1979. And Checker Motors, with 420 scheduled, will increase production 21.39 percent over the 346 built last March.

Chrysler Corp. has scheduled production of 59,000, a drop of 33.21 percent from 88,331 built last year in March. Ford Motor Co. plans 169,000, a decline of 26.25 percent from the 229,166 of March, 1979. General Motors has slated 414,000 units, a drop of 24.59 percent from 549,011 assembled last March.

Auto production last week of 151,474 dropped 7.11 percent from the 163,060 assembled the previous week and fell 20.02 percent from the 189,394 built in the comparable year-ago week.

Year-to-date production of 1,155,681 is a decline of 28.55 percent from the 1,617,377 built by this date in 1979.

All AMC plants are working regular schedules this week.

Chrysler's St. Louis (LeBaron, Diplomat, Caravelle, Volare, Aspen) and Lynch Rd. (Newport, New Yorker, St. Regis, Gran Fury) points will be down this week.

The GMAD Lordstown van line is closed this week for the second successive week, temporarily idling 1,300 workers.

VWoA will be working eight hours of overtime this week.

Truck production for March slated to drop 47 pct.

Scheduled truck production in March by U. S. makers of 190,275 is 47.60 percent below the 363,121 assembled in March, 1979.

Production forecasts by every maker are down, and the March figure is the lowest for the month since the 150,668 trucks built in 1975.

Chrysler Corp. has scheduled 11,000 units, a drop of 74.99 percent from the 43,977 assembled last March. Ford Motor Co. has 78,000 planned, a decline of 38.69 percent from 127,227 in 1979. General Motors has scheduled 82,000 for the month, down 44.66 percent from the 148,169 of March, 1979.

The 750 scheduled by AM General, a drop of 62.72 percent from the 2,012 of last March, can be attributed to the fulfillment of a postal vehicle contract.

Mack has 2,600 planned, a decline of 29.39 percent from 3,682 last March. White has scheduled 565 compared with 1,126 in March, 1979.

Production scheduled by Jeep is 12,000 for March, a decline of 36.65 percent from 18,943 last year. And miscellaneous trucks with 3,360 are slated to fall 12.95 percent from 3,860 in 1979.

International Harvester has been on strike since Nov. 1, 1979.

Volkswagen of America's scheduled truck production of 3,014 can't be compared with year-ago figures as VWoA trucks weren't built in the U. S. until the last quarter of 1979.

Last week's production of 48,978 rose 12.82 percent over the previous week's figure of 43,414, but fell 40.24 percent from the 81,957 of the comparable 1979 week.

The Jeep Toledo plant is closed this week.

VWoA is working eight hours of overtime this week. The schedule calls for one hour of overtime Monday through Thursday.

All other U. S. truck makers are working regular schedules this week.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 1, 1980	Same Week 1979	Week Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHEVROLET	15,166	26,199	16,029	67,130	220,717	126,436
DODGE/PLYMOUTH	4,300	11,410	1,266	10,762	104,471	23,267
FORD	20,446	27,780	17,079	63,799	241,236	116,436
GMC	3,744	7,490	3,733	16,229	62,265	30,846
INTERNATIONAL		2,964			26,091	
MACK	620	859	553	2,717	6,645	5,162
WHITE	165	355	185	828	2,963	1,603
JEEP	2,620*	3,500*	2,524*	11,202*	31,140*	20,448*
AM CORP.	430*	500*	446*	1,946*	3,538*	2,792*
VOLKSWAGEN	687		799	3,026		3,740
MISCELLANEOUS	800*	900	800	3,520	8,100	6,960
Total Trucks, U. S.	48,978	81,957	43,414	181,159	707,166	337,690

CANADIAN TRUCK PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHRYSLER CORP.		2,223		2,148	18,250	3,097
FORD MOTOR	4,904	5,784	3,223	17,311	47,909	31,824
GENERAL MOTORS	5,950	6,751	6,085	24,448	55,247	47,393
AMERICAN MOTORS	880	1,448	760	2,179	11,941	4,935
INTERNATIONAL	465	449	308	1,363	3,751	1,970
MACK	60	82	54	260	654	510
WHITE	65	84	65	286	732	525
Total Trucks, Canada	12,324	16,821	10,495	47,995	138,484	90,254
N. American Trucks	61,302	96,345	53,909	229,154	822,060	427,944

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

*—Revised †—Now includes van production.

Canada slates 96,915 for March, 4 pct. below 1979

Canadian car production scheduled for March of 96,915 is a drop of 4.52 percent from the 101,499 produced in March of 1979.

Chrysler Corp. is planning 18,000 units for the month, an increase of 35.99 percent over last year's 13,236. Volvo, has 945 scheduled, an increase of 19.32 percent over the 792 built in March, 1979.

Ford Motor Co. has 27,426 planned, a drop of 7.52 percent from the 29,655 assembled last March. General Motors is planning to build 50,544, down 12.58 percent from the 57,816 of March, 1979.

Last week's production of 19,273 was up 9.82 percent over the previous week's 17,549, but down 5.32 percent from the year-ago figure of 20,356.

Year-to-date output of 137,329 is down 33.40 percent from the 206,193 of the comparable 1979 period.

Truck production scheduled for March of 55,485 is a decline of 24.09 percent from the 73,090 of March, 1979.

Last week, 12,324 trucks were assembled in Canada, up 17.43 percent from the 10,495 built the previous week, but down 26.73 percent from the comparable 1979 week figure of 16,821.

All Ford and GM plants in Canada are working regular schedules this week. GM still has 1,240 workers on indefinite layoff.

Chrysler's Windsor car assembly plant and the Pillette Rd. truck plant are scheduled to reopen March 10. The two points were originally scheduled to resume work today (March 3).

U. S. CAR PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
AMERICAN MOTORS	4,760*	4,000*	4,760*	20,636*	15,376*	36,526*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	16,010	19,810	12,060	61,266	163,111	105,846
Plymouth Total	7,070	8,134	5,470	28,238	63,655	48,043
Horizon	3,100	3,388	3,314	14,031	31,720	27,475
Volare	3,100	4,746	948	10,643	30,930	15,301
'80 Gran Fury	800		1,128	3,161		4,561
Caravelle	70		80	403	1,005	706
Chrysler Total	2,150	4,137	1,929	7,774	35,320	13,635
Chrysler	150	3,591	113	653	18,677	3,071
LeBaron	2,000	546	1,816	7,121	16,643	10,564
Dodge Total	6,790	7,539	4,661	25,254	64,136	44,168
Omni	2,900	3,261	2,806	12,777	25,155	25,036
St. Regis	600	464	397	1,721	8,402	3,162
Diplomat	940	246	733	3,104	9,075	4,521
Aspen	2,350	[illegible]568	725	7,652	21,504	11,449
FORD MOTOR	30,420	4[illegible],826	41,161	121,368	439,806	198,445
Ford Division	21,873	2[illegible],693	28,114	85,487	277,416	142,407
Pinto		4,318	2,936	6,130	30,565	8,392
Mustang II/Mustang	5,701	7,554	5,269	22,688	70,210	36,613
Fairmont	6,459		6,525	25,464	26,849	38,836
Granada		2,531	3,165	4,701	27,678	12,560
LTD II		966			8,515	
Thunderbird	6,033	7,024	6,559	17,264	58,844	29,012
Ford	3,680	3,300	3,660	9,240	54,755	16,994
L-M Division	8,547	16,133	13,047	35,881	162,390	56,038
Mercury Total	6,211	11,358	11,622	32,070	122,395	48,661
Bobcat		1,110	1,064	1,870	8,253	2,044
Capri	1,984	1,898	2,499	8,363	18,806	12,018
Zephyr	2,181		2,115	7,549	9,630	12,054
Monarch		1,506	1,426	1,760	15,333	4,017
Cougar/XR7	2,046	3,474	1,933	4,789	39,469	9,238
Mercury		3,279	2,585	7,739	30,904	9,290
Lincoln Total	2,336	4,775	1,425	3,811	39,995	7,377
Lincoln	942	2,288	467	1,409	19,301	2,657
Versailles		615	209	259	4,882	703
Mark VI	1,394	1,872	749	2,143	15,812	4,017
GENERAL MOTORS	95,375	115,013	99,436	427,238	951,646	787,271
Buick Division	18,266	17,701	18,359	79,327	139,893	146,685
Skyhawk		582			4,266	
Skylark/'79-'80	4,166	1,154	4,866	19,900	4,318	40,674
Century	3,750	1,117	3,595	15,735	9,578	27,317
Regal	5,170	6,146	4,832	21,167	48,221	35,657
Buick	3,990	7,110	3,853	17,155	60,957	32,255
Riviera	1,190	1,592	1,213	5,370	12,553	10,782
Cadillac Division	3,005	9,181	7,368	27,871	80,792	52,786
Seville	1,105	1,035	1,106	4,964	11,258	9,904
Cadillac	360	6,028	4,703	16,102	52,797	30,883
Eldorado	1,540	2,118	1,559	6,805	16,737	11,999
Chevrolet Division	41,962	47,867	41,655	178,150	398,927	331,740
Chevette	9,597	5,796	9,697	43,095	54,465	80,783
Monza	3,060	2,942	3,068	13,321	31,132	25,852
Camaro	3,270	5,770	2,915	13,009	55,066	23,762
Nova/Citation	9,975	3,672	9,731	42,060	12,052	81,749
Malibu	6,375	9,131	6,287	26,202	74,532	44,170
Monte Carlo	2,765	7,272	2,864	14,122	59,144	25,159
Chevrolet	6,120	12,306	6,131	22,253	103,980	41,823
Corvette	800	978	962	4,088	8,556	8,442
Oldsmobile Division	16,796	23,561	16,902	75,154	192,252	140,301
Starfire		412			3,733	
Omega/'79-'80	2,346	527	2,418	11,295	2,186	20,994
Cutlass	6,670	10,722	6,553	29,174	88,580	58,410
Oldsmobile	6,690	10,569	6,835	29,703	84,953	51,569
Toronado	1,090	1,331	1,096	4,982	12,800	9,328
Pontiac Division	15,346	16,703	15,152	66,736	139,782	115,759
Acadian†	325	526	323	1,616	3,469	2,840
Sunbird	3,340	2,085	3,413	14,785	17,989	27,965
Phoenix/'79-'80	2,761	916	2,764	12,008	1,427	23,102
Firebird	2,490	4,269	2,078	9,599	41,267	17,583
LeMans	1,635	2,317	1,665	7,205	19,302	11,138
Grand Prix	2,075	2,214	2,126	9,274	19,096	14,421
Pontiac	2,720	4,376	2,783	12,249	37,232	18,710
VOLKSWAGEN	4,809	3,225	5,553	22,235	23,003	26,998
CHECKER	100*	87	90	381	845	595
Total Cars, U. S.	151,474	189,394	163,060	653,124	1,617,377	1,155,681

CANADIAN CAR PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHRYSLER CORP.			1	1,296	34,346	10,757
FORD MOTOR	6,792	7,468	5,059	20,877	59,329	29,042
GENERAL MOTORS	12,256	12,708	12,264	51,762	110,934	95,595
VOLVO	225	180	225	990	1,584	1,935
Total Cars, Canada	19,273	20,356	17,549	74,925	206,193	137,329
N. American Cars	170,747	209,750	180,609	728,049	1,823,570	1,293,010
N. American Trucks	61,302	96,345	53,909	229,154	822,060	427,944
North American Cars and Trucks	232,049	306,095	234,518	957,203	2,645,630	1,720,954

†—All Acadians are built for sale in Canada. *—Estimated.

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Automotive News®

Detroit, March 10, 1980

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GM to cut back to two wagons for '83 season

By Paul Lienert
Contributing Editor

DETROIT. — General Motors reportedly has told its leasing customers that by 1983 they will have a choice of only two station wagons: A small front-drive wagon with Chevy and Pontiac nameplates that's being developed under the subcompact J-car program, or a full-size B-body wagon.

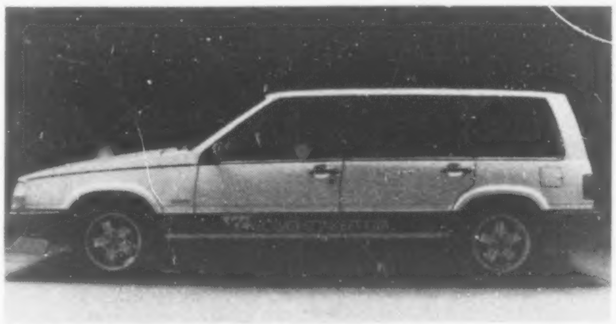
GM apparently plans to drop its intermediate wagon when it redesigns the regular A-body cars in mid-1982. The B-body wagon, meanwhile, will be downsized and will switch to front-wheel drive in mid-1983 along with the rest of GM's regular standards.

Ford Motor Co. is taking a different approach in station wagons. It will introduce a small four-door wagon in the new front-drive Escort and Lynx subcompact lines this fall.

But when it downsizes Fairmont and Zephyr in mid-1982 and installs front-drive on those car lines, Ford plans to put a Granada badge on its compact wagon, which sources indicate will remain rear-drive.

Chrysler Corp., in yet another move, plans to introduce a four-door wagon as part of its front-drive K-car compact lines this fall. Plymouth and Dodge versions will be available. The company may drop the intermediate LeBaron and Diplomat wagons when those models are redesigned in 1983 - 84.

Ideas from Volvo



Engineering showcase

Volvo's Concept Car for the '80s features a retractable front spoiler, passive belts, TV screen, micro-computer and either a gas (liquified petroleum gas) or diesel-powered turbocharged engine. The Concept Car is an engineering state-of-the-art model, not intended for production.

Auto executives at Geneva criticize trade imbalance

Europeans snipe at Japanese, too

By Robert W. Irvin
Editor-at-Large

GENEVA.—The Japanese auto industry, already under fire by American auto executives complaining about unfair competition, ran into more protectionist sentiment last week from European auto executives.

The Japanese were criticized for their success in the European market by several speakers during a two-day industry conference in Geneva.

In an interview last December, General Motors Chairman Thomas A. Murphy had warned that the Japanese were courting trouble by their aggressive sales in Europe and said they might be forced out by protectionist-minded Europeans.

This was exactly the kind of talk heard at the conference here, which was sponsored by The Financial Times of London and Booz Allen & Hamilton, New York - based management consulting firm.

There was no response from the Japanese. Masataka Okuma, executive vice president of Nissan Motor Co. Ltd., who was scheduled to speak on How Japan Views the Market, canceled at the last minute, according to conference officials.

• The leadoff speaker, F. Perrin-Pelletier, chairman of Talbot Motors, the former Chrysler-Simca operation acquired by Peugeot - Citroen, warned Japanese manufacturers that Americans and Europeans will not be prepared to accept for very long the imbalance of automotive trade.

"Japan exports 100 times more cars than it imports," he said. "We recognize the competitiveness of Japanese industry, but we cannot tolerate a situation in which a devaluation of the yen of almost 30 percent strengthens even further the commercial aggression of these firms, and allows them to gain strong market penetration.

"Neither can we tolerate the fact that their domestic market is protected by the twin barriers of niggling legal requirements, which make it very difficult to adapt imported vehicles to comply, and the near impossibility for foreign manufacturers to establish a local sales network.

"Too many jobs are at stake. If the export imbalance is not restored, and particularly if the yen is not rapidly revalued to an acceptable level, other governments will be forced to take steps to redress the balance," Perrin-Pelletier said.

(However, the same day he spoke the Japanese government announced it was taking action to prop up the yen with the help of the central banks in the United States, West Germany and Switzerland).

(The reason for competitors' concern is that as the yen drops in value in relation to Western currencies, Japanese cars can also drop in price, making them even more competitive with European and American cars).

• The Japanese are exporting about 700,000 cars a year to Europe, compared with 1.7 million to America. They are not a major problem in France and Italy, which have limited them by regulation, but they are approaching 8 percent of the German market and are voluntarily limited to about 11 percent of the British market.

Perrin - Pelletier said, "The Japanese are clearly trying to increase their market share, but we don't fear their competition

Continued on Page 37, Col. 1

Nurse's testimony the final surprise in Pinto fire trial

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — The Ford Pinto trial moved to a close spurred by a surprise Ford witness and whipped by a heavy measure of scientific evidence.

Mrs. Nancy Fogo, 39, was the surprise witness. On the night of the accident in which three teen girls died, she was on duty as a supervisor in Elkhart General Hospital. She said she was called to the emergency department and told that a critical patient required transfer to the Burn Center at Fort Wayne.

"In preparation for any transfer, I always make a personal assessment of the patient so I can tell nurses who will accompany her about her condition," she said.

"I proceeded down the corridor to Treatment Room 5. As I approached the room I spoke to staff members. Judy (Judy Ulrich, driver of the Pinto) apparently heard my voice. I think she thought I was one of the other persons in the accident.

"I moved into the room so Judy could see me and know I was a nurse. I said it was a bad situation out there on Route 33 and she said 'yes.'

• "I understand you stopped out there on 33. Did you have car trouble? She said 'yes' and said something about a gas cap. I asked her if she saw the vehicle coming. She said 'Yes, I thought it would stop.' "

Prosecutor Michael Cosentino questioned Mrs. Fogo about Judy's seeing her. "Did you know her eyes were inverted? Did you know her lips were burned off, that her ears were burned off, that her throat was burned, that she had had Demerol?"

Mrs. Fogo, in demonstrating how clearly Judy spoke, said she gave three telephone numbers to be called in efforts to reach her family. The nurse said all the numbers were good.

Cosentino asked Mrs. Fogo to

Continued on Page 36, Col. 1

breaking news

Chevy ponders new nameplates

DETROIT. — Chevrolet is considering reviving the Corsa name for its version of the J-car, the new front-drive subcompact it will introduce a year from now to replace the Monza. Sources also say Chevy may drop the Malibu name when it redesigns its mid-size A-body in mid-1982. The new front-drive intermediate may be called Commodore, a name lifted from one of Opel's former top-of-the-line models in Germany.

Chrysler to close engine plant; V-6 due?

WINDSOR, Ont.—Chrysler Corp. is closing its engine plant here at the end of the 1980 model year. A Chrysler spokesman said the plant, which builds 360-CID V-8 engines, could reopen in mid-1983 to build V-6s.

Chrysler's guarantees program has few returns

DETROIT. — Chrysler's "moneyback guarantee" program has resulted in less than 0.1 percent of vehicles coming back —about 88 out of 55,000 sold. Only 13 of the 88 represent refunds actually processed. The balance are in a state of resolution with some customers turning cars in for larger models.

See BREAKING NEWS, Page 39, Col. 1

Sbarro Windhawk

Six-wheel-drive wonder

The six-wheel-drive Windhawk, by Franco Sbarro, Grandson, Switzerland, is based on the Mercedes-Benz 4WD Gelaendewagen. Sbarro lengthened the chassis with supplementary rear axle, added a 4.5-liter Mercedes V-8 engine and a ZF five-speed transmission. Priced from $100,000, Windhawk features a 92.5-gallon fuel tank plus a 40-gallon water tank.

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Imports seize 27 pct. of February market

By Jenny King
Staff Writer

Claiming 27.09 percent of the total market in February, record import sales pushed the month's combined new-car sales total to within 4 percent of year-ago levels in spite of a 12.51 percent drop for the U. S. car makers.

February new-car sales totaled 810,905, down 3.58 percent from 840,999 a year earlier. Year-to-date sales for the first two months were 1,616,863, down 1.29 percent from 1,637,991 last year.

Domestic new-car sales totaled 591,257, compared with 675,762 in February last year.

The Japanese auto makers seem determined to head off a sales recession in this country. The largest of them, Toyota, outsold Chrysler Corp. in February, as it had the preceding month. Combined Japanese imports outsold Ford Motor Co.

The imports posted their 13th consecutive monthly sales record in February. Their total of 219,648 sales was up 32.93 percent from the former February record of 165,237 set last year.

Tables on Page 38.

In fact, the Japanese nameplates alone topped the former February mark with a total of 176,588 sales.

• Toyota almost doubled its February sales from a year earlier, with 59,617 deliveries, compared with 30,474 for that month last year. The total was the biggest for any month in Toyota's history and threatened the any-month record for any import of 61,940 set by Volkswagen in October, 1969.

February records were also set by Datsun, Honda, Mazda, Subaru, BMW and Mercedes-Benz.

For the first two months of 1980, import sales totaled 437,867, up 37.85 percent from last year's record pace of 317,639.

Import penetration of the U.S. market in February was 27.09 percent, highest for any month in history, topping the 27.02 percent share notched in January.

General Motors spearheaded the domestic sales drive; of the Big Three, GM came closest to its year-ago sales level and again earned more than 60 percent of the domestic market. Small-car specialists American Motors and Volkswagen of America recorded the only domestic sales gains, while Chrysler Corp. and Ford Motor Co. continued about 25 percent behind their year-ago sales levels.

GM sales in February totaled

Continued on Page 38, Col. 3

Where auto market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	124,345	15.33
COMPACT	168,029	20.72
INTERMEDIATE	162,725	20.07
STANDARD	101,064	12.46
LUXURY	35,094	4.33
IMPORT	219,648	27.09
TOTAL	810,905	100.00

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Truck highlights 12

55th year — No. 4799

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Domestics sag in new-car market

Imports seize 27 pct. in February

Continued from Page 3

371,833, down 4.02 percent from 387,391 last year. Ford sales dropped 29.03 percent, to 134,024 from 188,845. Chrysler sales of 57,413 were down 26.58 percent from 78,200. AMC reported sales of 12,562, up 33.77 percent from 9,391, and VWoA sales were up 29.25 percent, to 15,425 from 11,935.

GM took 62.89 percent of the U. S. market, up from 57.33 percent. Ford dropped to 22.67 percent from 27.95 percent. Chrysler's share slipped to 9.71 percent from 11.57 percent. VWoA earned 2.61 percent, up from 1.76 percent, and AMC had 2.12 percent, up from 1.39 percent.

Only four of the domestic makes reported sales increases. Along with AMC and VWoA were Chevrolet (up 2.14 percent) and Oldsmobile (up 0.28 percent). Lincoln had the biggest drop; its sales were down 60.98 percent, to 5,058 from 12,963.

The February market class breakdown showed subcompact sales accounting for 15.33 percent of the total; compacts, 20.72 percent; intermediates, 20.07 percent; standards, 12.46 percent, and luxury models, 4.33 percent. Imports took the largest share: 27.09 percent.

- In February small cars (U. S. subcompacts, compacts and imports) accounted for 63 percent of all sales.

There were 25 selling days this year, compared with 24 a year ago. The domestic daily selling rate was 23,650, down 16.01 percent from 28,157.

Domestic year-to-date sales totaled 1,178,996, down 10.71 percent from 1,320,352 in 1979.

Top-selling domestic nameplates in February were Chevrolet Chevette (37,202), standard Chevrolet (34,178), Chevrolet Citation (33,448), Ford Fairmont (29,849) and Chevrolet Malibu (21,160).

Domestic third-period sales totaled 224,908, down 8.20 percent from 245,010. Feb. 21-29 market shares showed GM at 60.92 percent, Ford at 23.59 percent, Chrysler at 9.90 percent, VWoA at 3.59 percent and AMC at 2.00 percent.

DOMESTIC CAR SALES

	Feb. 21 to Feb. 29, 1980	Same Period, 1979	February, 1980	Same Month, 1979	Jan. 1 to Feb. 29, 1980	Same Period, 1979
Spirit/Gremlin	....	....	4,832	2,791	9,121	5,209
Concord/Hornet	....	....	4,729	6,007	8,921	10,935
Pacer	....	....	274	593	648	1,298
Eagle	....	....	2,727	....	5,776	....
AMERICAN MOTORS*	4,500†	3,100†	12,562	9,391	24,466	17,442
Horizon	5,010	7,686	13,624	17,266	26,161	29,715
Volare	3,027	5,551	7,420	12,570	13,948	22,940
Voyager	....	362	....	873	....	1,578
Fury	....	195	....	466	....	1,028
Plymouth	708	....	1,169	....	1,667	....
Total Plymouth	8,745	13,794	22,213	31,175	41,776	55,261
LeBaron	2,275	2,542	5,762	6,501	10,646	14,747
Cordoba	1,116	1,524	3,169	4,091	8,240	9,445
Chrysler	1,266	2,494	3,269	6,142	6,326	13,298
Total Chrysler	4,657	6,560	12,200	16,734	25,212	37,490
Omni	4,206	5,828	11,254	13,816	21,390	24,864
Aspen	2,108	3,002	5,474	7,359	10,792	15,090
Sportsman	....	1,189	....	2,834	....	5,220
Diplomat	1,247	1,085	3,034	2,874	5,163	6,547
Monaco	....	169	....	429	....	987
Mirada/Magnum	710	635	1,894	1,679	4,546	3,856
Dodge	589	553	1,344	1,300	2,889	2,446
Total Dodge	8,860	12,461	23,000	30,291	44,780	59,010
CHRYSLER CORP.	22,262	32,815	57,413	78,200	111,768	151,761
Pinto	4,576	7,319	13,142	18,244	26,875	32,196
Mustang	7,758	9,108	20,748	23,783	40,836	43,661
Fairmont	12,623	10,448	29,849	26,086	52,429	47,693
Club Wagon	....	1,158	....	3,429	....	7,048
Granada	1,877	4,624	6,062	12,249	13,158	23,938
LTD II	144	1,698	378	4,316	961	8,496
Thunderbird	7,678	6,785	17,002	18,055	29,398	34,439
Ford	3,900	8,628	10,336	24,143	23,739	47,908
Ford Division	38,556	49,768	97,517	130,305	187,396	245,379
Bobcat	1,050	1,934	3,065	4,718	5,855	7,950
Zephyr	3,956	3,562	8,862	8,886	15,685	15,996
Monarch	714	1,739	2,340	4,515	5,312	9,167
Cougar	....	206	....	702	....	1,994
XR-7	3,183	3,500	6,616	9,953	12,557	20,188
Capri	2,095	3,124	5,914	7,928	11,442	13,741
Mercury	1,554	3,368	4,662	8,875	9,955	17,006
Total Mercury	12,552	17,433	31,459	45,577	60,806	85,682
Versailles	153	430	404	1,202	985	2,569
Lincoln	781	2,485	1,974	6,780	4,952	13,602
Mark VI	1,009	1,821	2,670	4,981	6,885	10.060
Total Lincoln	1,943	4,736	5,058	12,963	12,822	26,231
L-M Division	14,495	22,169	36,507	58,540	73,628	112,273
FORD MOTOR	53,051	71,937	134,024	188,845	261,024	357,652
Skyhawk	355	637	985	1,569	2,052	2,824
Skylark	6,166	1,580	15,463	4,403	30,366	8,729
Century	3,236	2,093	11,609	3,297	22,361	10,159
Regal	4,175	8,296	14,782	21,314	30,746	40,552
LeSabre	4,035	4,692	9,746	12,319	17,835	24,887
Electra	2,453	3,166	5,769	8,798	11,352	17,683
Riviera	1,603	2,327	4,211	5,739	7,985	10,895
Buick Division	22,023	22,791	62,565	59,439	122,697	115,729
Seville	1,339	1,309	3,415	3,965	7,307	8,150
Cadillac	4,393	6,096	11,861	17,852	25,988	36,507
Eldorado	1,780	1,908	4,348	6,191	8,966	11,897
Cadillac Division	7,512	9,313	19,624	28,008	42,261	56,554
Chevette	13,624	9,877	37,202	27,371	71,463	48,298
Monza	4,846	4,488	12,564	12,423	24,681	24,061
Citation/Nova	12,541	3,305	33,448	9,893	66,305	21,674
Sportvan	....	969	....	2,668	....	5,345
Camaro	3,866	7,069	10,218	20,767	21,299	39,624
Malibu	8,323	9,438	21,160	27,945	43,823	56,932
Monte Carlo	5,173	6,449	13,135	18,861	29,268	40,825
Chevrolet	12,598	12,724	34,178	38,390	65,885	81,782
Corvette	1,079	1,025	2,920	3,055	6,094	6,030
Chevrolet Division	62,050	55,344	164,825	161,373	328,818	324,571
Starfire	334	607	1,000	1,702	2,415	3,086
Omega	2,698	629	7,703	1,992	14,504	4,212
Cutlass	6,626	2,197	18,958	7,144	37,045	14,815
Supreme	7,196	9,137	20,928	29,089	44,518	59,572
Olds 88	4,880	5,838	14,136	19,022	28,529	39,645
Olds 98	2,261	2,198	6,068	8,165	13,030	17,356
Toronado	1,060	1,477	3,291	4,767	7,352	9,457
Oldsmobile Division	25,055	22,083	72,084	71,881	147,398	148,152
Sunbird	4,591	2,710	11,252	7,551	21,117	13,579
Phoenix	3,249	1,080	8,131	3,386	17,884	6,465
Firebird	2,655	5,781	7,069	16,387	15,688	29,916
LeMans	2,628	3,288	7,039	10,164	15,353	19,056
Grand Prix	3,379	4,869	8,857	14,590	19,833	27,684
Pontiac	3,871	4,815	10,387	14,612	21,632	28,035
Pontiac Division	20,373	22,543	52,735	66,690	111,507	124,735
GENERAL MOTORS	137,013	132,074	371,833	387,391	752,681	769,741
VOLKSWAGEN	8,082	5,084	15,425	11,935	29,057	23,756
INDUSTRY TOTALS	224,908	245,010	591,257	675,762	1,178,996	1,320,352
IMPORT TOTAL	....	....	219,648	165,237	437,867	317,639
U. S. TOTAL	....	....	810,905	840,999	1,616,863	1,637,991

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

IMPORTED CAR SALES

	Feb., 1980	Same Month, 1979	Jan. 1 to Feb. 29, 1980	Same Period, 1979
Alfa Romeo	238	276	327	518
Arrow	7,226	3,026	14,412	5,624
Audi	3,996	3,596	7,441	7,351
BMW	3,602	2,342	6,535	4,930
Challenger	1,388	1,345	2,617	2,507
Colt	7,129	3,864	14,362	7,165
Datsun	44,785	33,077	67,679	55,971
Fiat	3,283	3,961	5,936	7,538
Fiesta	6,791	5,645	13,846	10,067
Honda	30,531	30,204	61,106	52,287
Jaguar	256	321	537	670
Lancia	223	160	353	310
Mazda	12,473	8,324	26,824	14,960
Mercedes-Benz	4,903	3,908	9,560	7,377
MG	814	1,175	1,514	2,189
Opel	....	1,574	....	2,891
Peugeot	1,224	827	2,284	1,494
Porsche	1,069	906	2,130	1,894
Renault	2,105	915	3,491	1,617
Saab	1,292	1,222	2,413	2,249
Sapporo	1,042	1,180	2,000	1,908
Subaru	12,497	9,402	26,042	19,378
Toyota	59,517	30,474	115,551	55,987
Triumph	788	717	1,473	1,248
Volkswagen	7,827	12,461	14,563	40,063
Volvo	4,649	4,335	10,702	9,446
TOTAL	219,648	165,237	437,867	317,639

factories list auction dates

American Motors

March 12—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 13 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

March 18 — Colorado Auto Auction, Denver.

March 19—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 12—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 13—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 14—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

March 18 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 19—St. Pete Auto Auction, 14950 Roosevelt Rd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., Kent, Wash.

March 20—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 21—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Ford Motor Co.

March 11 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Harrisonburg Auto Auction, I-81, Harrisonburg, Va.

March 12 — Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

March 13—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 1944 W. Sunshine, Springfield, Mo.

March 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 19 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 20 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

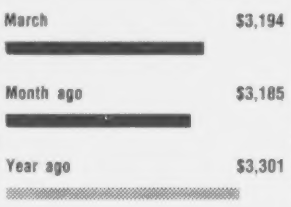
Model breakdown

Auction averages

	March to Date	Feb	Jan
1980	$7,056	$6,313	$6,187
1979	5,197	5,151	5,414
1978	3,619	3,755	3,591
1977	2,766	2,790	2,730
1976	2,121	2,214	2,233
1975	1,772	1,836	1,802
1974	1,349	1,392	1,456
1973	1,059	1,127	1,138
Overall Average	$3,194	$3,207	$3,175

Used car sales

Auction averages



used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News. 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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U. S. makers build 624.346 cars

February auto output down 16 pct.

By Michele Raquepau
Staff Writer

February auto production of 624,346 by U. S. makers was a decline of 16.14 percent from the 744,470 units built in February of 1979.

The Big Three auto makers suffered declines in February production, but American Motors and Volkswagen of America more than doubled output over last February's totals.

AMC built 19,278 cars in February, a 112.64 percent increase over the 9,066 of February, 1979. VWoA assembled 22,070 units, a 125.94 percent rise over last February's 9,768.

Chrysler Corp. produced 58,404, a decline of 29.20 percent from 1979's February total of 82,497. Ford Motor Co. assembled 116,509 autos, a drop of 39.55 percent from the 192,736 of February, 1979. General Motors built 407,814, down 9.39 percent from the 450,055 of last February. Checker Motors assembled 271, down 22.13 percent from the 348 of February, 1979.

Last week's production of 160,067 was an increase of 5.37 percent over the previous week's 151,906, but down 17.09 percent from the comparable 1979 week's 193,069.

Year-to-date production of 1,316,180 is a decline of 27.24 percent from the 1,808,977 built by this date in 1979.

All Chrysler and AMC points are working regular schedules this week.

VWoA is working one hour of overtime on both shifts Monday through Thursday this week.

GM's Janesville (Wis.) passenger-car line is down this week. Pontiac (LeMans, Grand Prix, Pontiac) as well as the companion Fisher Body plant is also down this week.

GM's Tarrytown, Willow Run and St. Louis plants are working Saturday this week. Tarrytown and Willow Run build GM's X-cars.

Ford's Louisville (Ford) and Metuchen (Pinto, Bobcat) points were down last week.

[redacted]

TRUCK PRODUCTION IN U. S.†

	Week Ended March 8, 1980	Same Week 1979	Week March 1, 1980	Feb. Total	Jan. 1, to March 10, 1979	Jan. 1, to March 8, 1980
CHEVROLET	7,328	26,787	14,489	70,164	247,861	133,087
DODGE/PLYMOUTH	4,400	12,081	4,472	10,064	116,321	27,839
FORD	14,075	29,831	20,307	60,324	273,313	130,372
GMC	3,086	8,000	4,061	15,859	70,347	34,249
INTERNATIONAL	....	3,093	....	....	29,115	....
MACK	625	813	769	2,636	7,504	5,936
WHITE	165	263	164	788	3,219	1,767
JEEP	2,850*	3,500*	2,620*	9,686	29,845*	23,298*
AM CORP.	180*	475*	430*	588	4,300*	2,972*
VOLKSWAGEN	812	....	706	3,020	....	4,571
MISCELLANEOUS	800*	875	800	3,360	9,000	7,760
Total Trucks, U. S.	34,321	83,038	48,818	176,489	764,511	371,851

CANADIAN TRUCK PRODUCTION

	Week Ended March 8, 1980	Same Week 1979	Week Ended March 1, 1980	Feb. Total	Jan. 1, to March 10, 1979	Jan. 1, to March 8, 1980
CHRYSLER CORP.	....	2,158	....	1,828	20,473	3,097
FORD MOTOR	4,784	6,342	4,551	16,037	53,663	36,255
GENERAL MOTORS	5,962	6,566	6,048	23,077	62,592	53,453
AMERICAN MOTORS	880	1,457	887	2,186	13,389	5,822
INTERNATIONAL	290	454	310	1,189	4,200	2,105
MACK	60	90	60	259	736	570
WHITE	65	75	65	273	833	590
Total Trucks, Canada	12,041	17,142	11,921	44,849	155,886	101,892
N. American Trucks	46,362	100,180	60,739	221,338	920,397	473,743

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

**—Revised †—Now includes van production.

Truck production for February was 43 pct. below '79

U. S. truck production for February of 176,489 was down 43.40 percent from the 311,841 assembled in February, 1979.

Every maker experienced a decline in production compared with last February. Chrysler Corp. assembled 10,064, a drop of 76.77 percent from the 43,316 produced in February of 1979. GMC built 15,859 this February, down 44.70 percent from the 28,678 of last year.

AM General produced 588, a decline of 71.02 percent from the 2,029 of last February. White built 788, down 43.27 percent compared with 1979's 1,389.

The February breakdown for the other truck makers is: Chevrolet, 70,164, down 29.54 percent from the 99,575 of February, 1979; Ford Motor Co., 60,324, down 42.10 percent from 104,185; Mack, 2,636, a decline of 16.08 percent from the 3,141 of last February; Jeep, 9,686, a drop of 28.90 percent from 13,624; and miscellaneous trucks, 3,360, down 6.67 percent from the 3,600 of February, 1979.

VWoA's 3,020 trucks assembled this February can't be compared as production didn't begin until the last quarter of 1979.

International Harvester has been on strike since Nov. 1, 1979.

Last week's production of 34,321 was a decline of 29.70 percent from the 48,818 of the previous week, and down 58.67 percent from the 83,038 of the comparable 1979 week.

Year-to-date production of 371,851 is down 51.36 percent from the 764,511 produced by this date in 1979.

VWoA is working one hour of overtime on both shifts Monday through Thursday this week.

U. S. CAR PRODUCTION

	Week Ended March 8, 1980	Same Week 1979	Week Ended March 1, 1980	Feb Total	Jan. 1, to March 10, 1979	Jan. 1, to March 8, 1980
AMERICAN MOTORS	4,525*	....	4,760*	19,278	18,734*	41,051*
Gremlin	....	....	....	....	....	....
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Matador	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	10,400	16,431	16,340	58,404	178,391	116,576
Plymouth Total	5,720	4,305	7,426	27,251	67,099	54,119
Horizon	3,300	4,015	3,227	13,566	34,978	30,902
Volare	2,400	48	3,247	10,196	30,956	17,848
'80 Gran Fury	....	....	831	3,063	....	4,592
Caravelle	20	242	121	426	1,165	777
Chrysler Total	250	6,258	2,375	7,475	41,457	14,110
Chrysler	....	3,653	341	716	22,268	3,262
LeBaron	250	2,605	2,034	6,759	19,189	10,848
Dodge Total	4,430	5,868	6,539	23,678	69,835	48,347
Omni	2,800	3,993	2,869	12,114	28,686	27,805
St. Regis	....	402	451	1,494	8,866	3,013
Diplomat	100	1,473	801	2,819	10,581	4,482
Aspen	1,530	....	2,418	7,251	21,702	13,047
FORD MOTOR	38,442	48,480	30,269	116,509	488,310	236,736
Ford Division	25,180	29,930	21,969	82,213	307,315	167,683
Pinto	....	4,333	....	6,130	34,918	8,392
Mustang II/Mustang	7,149	8,282	6,015	22,156	78,446	44,076
Fairmont	6,573	2,927	6,341	24,103	29,853	45,291
Granada	3,192	2,589	....	3,891	30,215	15,752
LTD II	....	1,206	....	....	9,779	....
Thunderbird	6,266	8,297	5,933	16,693	67,057	35,178
Ford	2,000	2,296	3,680	9,240	57,047	18,994
L-M Division	13,262	18,550	8,300	34,296	180,995	69,053
Mercury Total	10,571	14,080	6,199	30,740	136,612	59,220
Bobcat	....	1,065	....	1,870	9,328	2,044
Capri	2,260	2,570	1,773	7,878	21,577	14,067
Zephyr	2,163	953	2,299	7,213	10,482	14,335
Monarch	1,340	1,577	....	1,630	17,039	5,357
Cougar/XR7	2,238	4,697	2,127	4,410	44,058	11,557
Mercury	2,570	3,218	....	7,739	34,128	11,860
Lincoln Total	2,691	4,470	2,101	3,556	44,383	9,833
Lincoln	991	2,103	774	1,241	21,406	3,480
Versailles	268	634	....	239	5,429	971
Mark VI	1,432	1,733	1,327	2,076	17,548	5,382
GENERAL MOTORS	100,916	122,025	95,582	407,814	1,070,377	888,394
Buick Division	19,703	17,411	18,636	76,583	157,248	166,758
Skyhawk	....	615	....	....	4,857	....
Skylark/'79-'80	5,228	1,342	4,173	19,081	5,559	45,909
Century	4,296	863	4,086	15,418	10,617	31,949
Regal	4,624	6,381	5,153	20,382	54,439	40,264
Buick	4,310	6,881	4,027	16,452	67,871	36,602
Riviera	1,245	1,329	1,197	5,250	13,905	12,034
Cadillac Division	7,234	9,818	3,024	26,800	90,919	60,039
Seville	1,055	1,231	1,097	4,841	12,478	10,951
Cadillac	4,634	6,808	391	15,195	59,906	35,548
Eldorado	1,545	1,779	1,536	6,764	18,535	13,540
Chevrolet Division	42,246	52,573	41,776	169,355	450,854	373,800
Chevette	9,500	6,821	9,580	41,322	61,136	90,266
Monza	3,535	2,878	3,001	12,668	34,069	29,328
Camaro	3,270	6,921	2,750	11,929	61,346	26,512
Nova/Citation	9,521	4,280	9,960	39,412	16,764	91,255
Malibu	6,430	8,891	6,657	25,585	83,648	50,882
Monte Carlo	2,710	7,321	2,872	13,519	66,336	27,976
Chevrolet	6,120	14,461	6,161	21,061	117,931	47,984
Corvette	1,160	1,000	795	3,859	9,624	9,597
Oldsmobile Division	16,927	24,933	17,481	72,397	213,423	157,913
Starfire	....	405	....	....	4,124	....
Omega/'79-'80	2,752	790	2,739	11,170	2,755	24,139
Cutlass	6,670	12,052	6,920	28,053	97,719	65,330
Oldsmobile	6,370	10,102	6,722	28,390	94,934	57,971
Toronado	1,135	1,584	1,100	4,788	13,891	10,473
Pontiac Division	14,806	17,290	14,665	62,679	157,933	129,884
Acadian†	400	511	405	1,604	4,075	3,320
Sunbird	2,865	1,818	2,895	13,630	20,089	30,385
Phoenix/'79-'80	2,621	1,165	2,669	11,100	2,952	25,631
Firebird	2,490	5,062	2,142	8,801	46,336	19,725
LeMans	1,635	2,372	1,663	6,930	21,658	12,801
Grand Prix	2,075	2,153	2,122	8,880	21,271	16,543
Pontiac	2,720	4,209	2,769	11,734	41,552	21,479
LKSWAGEN	5,684	3,351	4,955	22,070	25,919	32,828
CHECKER	100*	102	....	271	932	595
Total Cars, U. S.	160,067	193,069	151,906	624,346	1,808,977	1,316,180

CANADIAN CAR PRODUCTION

	Week Ended March 8, 1980	Same Week 1979	Week Ended March 1, 1980	Feb Total	Jan. 1, to March 10, 1979	Jan. 1, to March 8, 1980
CHRYSLER CORP.	....	....	....	631	34,346	10,757
FORD MOTOR	6,888	7,404	6,417	19,398	66,797	35,555
GENERAL MOTORS	12,064	12,766	12,398	50,365	123,618	107,801
VOLVO	225	180	247	899	1,764	2,182
Total Cars, Canada	19,177	20,350	19,062	71,293	226,525	156,295
N. American Cars	179,244	213,419	170,968	695,639	2,035,502	1,472,475
N. American Trucks	46,362	100,180	60,739	221,338	920,397	473,743
North American Cars and Trucks	225,606	313,599	231,707	916,977	2,955,899	1,946,218

†—All Acadians are built for sale in Canada. ***—Estimated.**

GM, Volvo rise, but car output dips in Canada

Both car and truck production in Canada declined in February compared with last year, though two car makers increased output.

Car production of 71,293 units in February was down 24.82 percent from last February's 94,831.

General Motors built 50,365 autos, an increase of 1.38 percent over the February, 1979, total of 49,678. Volvo produced 899 cars, up 24.86 percent from the 720 of last year.

Chrysler Corp.'s Windsor plant worked only one day in February, producing 631 cars, a decline of 95.79 percent from the 14,994 built in February of 1979. Ford Motor Co. asembled 19,398 in February, down 34.11 percent from the 29,439 of last year.

Last week's car production of 19,177 was on a par with the previous week's 19,062, but was a decline of 5.76 percent from the comparable 1979 week's 20,350.

Year-to-date auto production of 156,295 is down 31 percent from the 226,525 built by this date in 1979.

February truck production of 44,849 dropped 31.65 percent from the 65,613 of last February.

Last week's truck output of 12,041 rose 1.01 percent over the 11,921 of the previous week but was a decline of 29.76 percent from the 17,142 of the comparable 1979 week.

Year-to-date truck production of 101,892 is down 34.64 percent from the 155,886 built in the same period of 1979.

Ford's St. Thomas plant (Fairmont, Zephyr, Pinto, Bobcat) is working five hours of overtime this week.

All Chrysler plants will resume regular schedules this week.

A GM spokesman said its Oshawa plant will not build full-size Pontiacs or Chevrolets this week because of high U. S. inventories.

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Audacious

4WD Audi bows at Geneva

Star of the Geneva Motor Show was the Audi Quattro, an exotic, four-wheel-drive machine. Audi plans to produce 3,000 in the next 18 months and has made "no decision" on exports to the U. S. Geneva Show Story on Page 3.

Jury finds Ford innocent in Pinto homicide case

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — Ford Motor Co. was found innocent of three counts of reckless homicide in the Pinto case.

The trial followed the deaths of three girls in a Pinto that was rear-ended by a van.

The case ended with prosecutor Michael Cosentino virtually throwing up his hands and saying, "That's that, the public can buy any car they want to."

Chief Defense Attorney James Neal said, "This was the most difficult case I have ever tried. The state had a very easy, emotional case and made the most of that. We had a less emotional case. It was a corporation case, no one goes to jail."

Neal said the decision, which came after 25 hours of deliberation spread over four days, should vindicate Ford and Pinto in the eyes of the public.

"The Pinto has been bombarded with one-sided arguments and articles for years," he said.

Neal said one primary result of the Pinto trial is the realization on the part of the public that a corporation can get a fair trial.

In the course of the trial, the jury heard 22 state witnesses and 19 Ford witnesses. The state introduced 176 pieces of evidence.

The night before the decision, Ford asked Judge Harold Staffeldt to keep the jury in its deliberation room to prevent members from seeing a newspaper piece or hearing a radio story Ford considered highly damaging.

The story quoted the judge as saying, "Maybe no precedent setting will be done here, but I think there is a message. That is that corporations ought to refrain from doing some of the things they do and have done."

Judge Staffeldt told Automotive News he believes actions such as the Pinto trial are symptomatic of what he calls "a revolution against technology."

However, the judge added that the Pinto case may not have been the proper way to go about showing dissatisfaction with the system as it exists today.

Cosentino continually emphasized the case points up a crying need for corporations to accept responsibility and accountability.

"Just as you and I must leave our neighbor's wife alone or not go out and steal money, corporations must live by moral standards," he said.

The hot - tempered part - time

Continued on Page 8, Col. 1

Henry Ford II retires; Caldwell, Petersen rise

By Robert W. Irvin
Editor-at-Large

DEARBORN.—Henry Ford II, who resigned as chief executive officer of Ford Motor Co. last fall, took the second step last Thursday and retired as chairman of the auto firm founded by his grandfather in 1903.

Ford, 62, has been the leading figure in American business for more than a generation. He served as chairman and before that as president of the company since 1945, when he was called from naval service in World War II to rescue the floundering auto company.

His departure last week set off a chain reaction series of promotions at Ford.

Philip Caldwell, who took over from Ford as chief executive officer last Oct. 1, now becomes chairman as well.

Caldwell also had been serving as president and chief operating officer. Those posts now go to Donald E. Petersen. Previously, Petersen was executive vice president in charge of Ford international automotive operations.

He is succeeded by John McDougall.

Harold (Red) Poling was named executive vice president in charge of Ford North American Automotive Operations. He succeeds William O. Bourke, 52, who is retiring, effective May 8.

Poling had been executive vice president in charge of corporate staffs and McDougall had been executive vice president in charge of operations at Ford NAOO.

- Ford announced his retirement at a press conference he called in the company's "Glass House" world headquarters building here. He read a brief statement explaining that he decided 10 days ago that the time was now right for him to surrender the job of chairman.

He explained that he didn't do so last fall because of pending litigation against the company and its officers, which has now been settled. He also said he discovered in recent weeks that the job of chairman had to be a full-time post and that is why he was giving it over to Caldwell.

He said he would continue as a member of the board and as chairman of the Finance Committee.

His brother, William Clay Ford, will continue as a member of the Office of the Chief Executive and of the board of directors. In this way, Ford said, "the Ford name will be adequately represented in the top echelons of the company."

Caldwell said the Office of the Chief Executive had been enlarged to include the new president, Petersen, along with Wili Caldwell, executive vice president in charge of finance.

New-car stockpile increases; days' supply is sliced to 68

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers ceased during February the heavy inventory trimming that marked the two preceding months, but a pickup in the sales rate caused the days-supply figure to continue its downward movement.

The industry had 1,610,544 new cars in stock March 1, a 68-day supply, compared with 1,598,548 on Feb. 1, a 71-day supply. A year ago on March 1, the industry had a lot more cars—

Table on Page 8

1,957,340—but the 69½-day supply was in the same neighborhood as this year's.

Ford Motor Co. and Chrysler Corp. continued to trim their unit counts during February, while General Motors, American Motors and Volkswagen added units during the month. But in terms of days supply, AMC, Chrysler Corp. and Ford Motor Co. were down, while GM and VWoA gained.

GM had a 60½-day supply Mar

[illegible]

days a month earlier. GM still had slim stocks of X-body compacts and supplies ranged from meager 16½-day supplies of Skylark and Phoenix to 123½-day stock of Grand Prix and 124½ of Monte Carlo.

Ford Motor Co. opened March with a 74-day supply, down from 83 on Feb. 1. Stocks of Zephyr and Fairmont fell to 43 and 39 days, respectively, while Lincoln inventories reached 161 days.

Chrysler Corp. had a 106-day supply March 1, down from 120 days. Shortest were Horizon and Omni at 61 and 62, but most other lines were over 100 days.

AMC had a 103-day stockpile at the beginning of March, off slightly from 104 days a month earlier. Spirit supply was cut to 76 days. VWoA's supply of U. S.-built Rabbits climbed to a still-slender 32 days from 29 days a month earlier.

The March 1 domestic inventory was divided this way: GM, 55.91 percent; Ford Motor Co., 24.56 percent; Chrysler Corp., 15.12 percent; AMC, 3.20 per- [illegible] cent.

A month earlier, the new-car inventory was divided this way: GM, 54.55 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 15.69 percent; AMC, 2.97 percent, and VWoA, 0.94 percent.

By size class, stocks of subcompacts, compacts and stand-

Continued on Page 8, Col. 3

breaking news

Ford offers $500 truck rebates

DEARBORN.– Ford Motor Co. is offering $500 rebates on new '79 light trucks, vans and Club Wagons equipped with V-8 engines purchased from March 13 to April 19. Its $300 Fairmont/Zephyr and $500 Thunderbird/Cougar XR-7 rebates end March 22.

Peugeot-Citroen lends Chrysler $100 million

DETROIT.—Chrysler Corp. has received $100 million in cash from P.S.A. Peugeot-Citroen under a short - term loan agreement. The loan was secured by Chrysler's 1.8 million shares of Peugeot-Citroen stock. Chrysler obtained the stock in 1978 when it sold its European subsidiaries to Peugeot-Citroen. The stock represents a 14 percent equity interest in the French firm.

New-car sales fall 19 percent

DETROIT. – New-car sales March 1-10 totaled 187,852, down 19.49 percent from 233,332 a year earlier. AMC rose 30 percent to 3,900. General Motors fell 14.14 percent to 117,296; Ford Motor Co., 28.22 percent to 45,871; Chrysler Corp., 34.23 percent to 17,128, and VW, 30.2 percent to 3,657.

NEWSPAPER

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	1980 Mar. 1.	1980 Feb. 1.	1979 Mar. 1.
Spirit	76	94½	140½
Concord	101	109	100
Eagle	149½	107	—
Pacer	136	128½	216
AMERICAN MTRS.	102½	104	119
Horizon	61	72½	40
Volare	125	143½	98
Gran Fury	86	142	—
Plymouth	83½	98	67
LeBaron	118½	145	134
Cordoba	214	154	172
Chrysler	126	163	161
Chrysler	145	153	153
Omni	62	74	36½
Aspen	141½	150	138
Diplomat	143	221	203
Mirada	199	163	210
St. Regis	127	115	323
Dodge	107	109	106½
CHRYSLER CORP.	106	120	101
Pinto	75	80	67
Mustang	76	84	66
Fairmont	43	63	84
Granada	109	106	94
Thunderbird	74	108	66
Ford	130	103	117
Ford	73	84	82
Bobcat	71	79	62
Capri	75	79	56
Zephyr	39	58	83
Monarch	93	85	108
Cougar XR-7	78	101	89
Mercury	79	63	100
Mercury	67	77	83
Versailles	119	95	129
Lincoln	161	120	50
Mark VI	123	86	69
Lincoln	137	100	65
FORD MOTOR CO.	74	83	81
Skyhawk	85½	105	51
Skylark	16½	16	61
Century	41½	40	45
Regal	68	57½	49
LeSabre	69	100	50
Electra	71	68½	58
Riviera	57	63	19
Buick	50	51½	48
Seville	77	62	61
Cadillac	73	59	41
Eldorado	50½	36½	32
Cadillac	69	55	42
Chevette	39	43	41
Monza	51	60	51
Citation	30	29	92
Camaro	96	95½	31½
Malibu	79	75	74
Monte Carlo	124½	99	126
Chevrolet	79	94	79
Corvette	52	47	31
Chevrolet	62	65	69
Starfire	73	72½	42
Omega	23	22	73
Cutlass	36½	40	56
Supreme	54	54	51½
Olds 88	53	50	38
Olds 98	66	51	37½
Toronado	63½	46	29
Oldsmobile	47	47	46
Sunbird	52	59	43
Phoenix	16½	13	70
Firebird	118½	101	26
LeMans	94	81½	69
Grand Prix	123½	95½	77
Pontiac	95	80	73½
Pontiac	81½	72	58
GENERAL MOTORS	60½	60	58
VOLKSWAGEN	32	29	24
TOTAL CARS, U.S.	68	71	69½

New-car stocks increase but days' supply is sliced

Continued from Page 1

ards were down from a month earlier, while intermediates were unchanged and luxury units were up.

On March 1 the industry had a 52-day supply of subcompacts, down from 58½ days, and a 57½-day stock of compacts, down from 62 days. Standards dipped from 84 to 82 days during February.

Intermediates held firm at an 81-day supply, and the luxury segment's inventory jumped from 63 to 75 days during the month.

The March 1 inventory was divided this way among the size classes: Subcompact, 15.98 percent; compact, 23.98 percent; intermediate, 32.95 percent; standard, 20.52 percent, and luxury, 6.57 percent.

A month earlier, the inventory was divided by size class as follows: Subcompact, 16.30 percent; compact, 23.77 percent; intermediate, 33.10 percent; standard, 20.60 percent, and luxury, 6.23 percent.

The March 1 days-supply figures by market class were:

Subcompact — Rabbit, 32; Chevette, 39; Monza, 51; Sunbird, 52; Horizon, 61; Omni, 62; Bobcat, 71; Starfire, 73; Pinto, 75; Spirit, 76, and Skyhawk, 85½.

Compact — Skylark, 16½; Phoenix, 16½; Omega, 23; Citation, 30; Zephyr, 39; Fairmont, 43; Capri, 75; Mustang, 76; Camaro, 96; Concord, 101; Firebird, 118½; Volare, 125; Pacer, 136; Aspen, 141½, and Eagle, 149½.

Intermediate — Cutlass, 36½; Century, 41½; Supreme, 54; Regal, 68; Thunderbird, 74; Cougar XR-7, 78; Malibu, 79; Monarch, 93; LeMans, 94; Granada, 109; LeBaron, 118½; Grand Prix, 123½; Monte Carlo, 124½; LTD II, 128; Diplomat, 143; Mirada, 199, and Cordoba, 214.

Standard — Olds 88, 53; Olds 98, 66; LeSabre, 69; Electra, 71; Mercury, 79; Chevrolet, 79; Gran Fury, 86; Pontiac, 95; Chrysler, 126; St. Regis, 127, and Ford, 130.

Luxury — Eldorado, 50½; Corvette, 52; Riviera, 57; Toronado, 63½; Cadillac, 73; Seville, 77; Versailles, 119; Mark VI, 123, and Lincoln, 161.

Datsun leads ad spending by importers

By Joseph Bohn
Marketing Editor

The major importers spent $161.4 million advertising their cars and trucks in the first six months of 1979, according to a study by a major advertising agency based on generally available information.

Importers spent $151.1 million of that on cars and another $10.3 million on truck advertising.

The numbers revealed that Toyota and Datsun were pretty competitive on expenditures, while outdistancing all other importers.

Datsun, for example, spent $31.3 million on car advertising, or about 20.73 percent of the reported car outlays. Toyota spent $29.3 million, or 19.36 percent of the import money spent on car advertising.

Other major advertisers were: Volkswagen, spending $17.4 million, or 11.51 percent of the total; Mazda, spending $13.3 million, or 8.82 percent of the total, and Honda, spending $12.3 million, or 8.19 percent.

In terms of media, magazines and newspapers play a considerably more important role in importers' advertising than do electronic media.

- Magazines, for example, captured 26.86 percent of major importers' car budgets during January-June, 1979 (13.60 percent in the first quarter and 13.26 percent in the second quarter).

Newspapers captured 11.66 percent (7.70 percent in the first quarter and 3.96 percent in the second).

TV, of course, continued to hold the major portion of budgets. Network TV captured 33.85 percent of importers' car budgets (17.56 percent during January/March and 16.29 percent during April/June.)

Spot TV captured 23.88 percent of the car outlays, (10.61 percent in the first quarter, 13.27 percent in the second).

Spot radio captured 3.28 percent of budgets (2.08 percent during the first quarter; 1.20 percent in the second).

There was no network radio reported for any of the leading importers.

Outdoor captured 0.47 percent of budgets, all of it in the first quarter.

FOREIGN CAR/TRUCK AD EXPENDITURES—(January-June, 1979)
(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor Paint, Post	Network Radio	Spot Radio	Network TV	Spot TV	Total 6 Months
Audi	780	67	5	....	8	....	168	836	4	....	....	....	404	236	2,508
Fiat	781	828	13	....	59	1,227	1,383	1,878	189	....	....	97	893	2,084	9,432
MG	296	63	....	....	....	1,056	5	1,326	284	....	....	....	1,223	60	4,313
Mercedes-Benz	1,720	534	....	....	....	....	1,165	785	56	....	....	....	....	1,137	5,397
Porsche	864	67	....	....	....	....	749	506	181	....	....	....	260	950	3,577
Renault	582	547	....	....	....	....	....	754	916	....	....	....	....	....	2,799
Saab	1,083	1,083	....	....	....	....	....	1,288	668	....	....	....	....	87	4,209
Triumph	172	....	....	....	4	....	....	544	4	....	....	....	1,173	96	1,993
Volvo	1,648	800	....	....	....	....	52	1,988	970	....	....	....	....	598	6,056
VW Rabbit	2,464	75	106	....	35	5,054	494	1,202	51	....	....	....	5,426	523	15,430
VW Others	431	2	....	....	....	53	524	256	5	....	....	....	370	329	1,970
Datsun	3,380	5,151	226	....	2,889	5,090	4,321	1,940	952	....	....	1,658	2,417	3,306	31,330
Honda	1,994	113	3	....	93	3,503	73	2,571	34	....	....	34	3,840	115	12,373
Mazda	1,273	17	1	....	59	4,490	552	1,461	155	....	....	28	3,156	2,137	13,329
Subaru	712	43	....	....	....	1,089	1,775	649	236	....	....	....	1,079	1,552	7,135
Toyota	2,371	2,251	361	....	....	4,966	4,767	2,062	1,274	....	....	....	4,371	6,838	29,261
Car Total	20,551	11,641	715	....	3,147	26,528	16,028	20,046	5,979	....	....	1,817	24,612	20,048	151,112
Datsun	138	234	....	....	....	....	865	792	31	....	....	....	279	838	3,177
Mazda	60	18	....	....	....	....	438	....	36	....	....	....	....	481	1,033
Toyota	349	63	....	....	....	340	773	308	264	....	....	....	417	2,348	4,862
VW	23	....	....	....	....	....	208	....	3	....	....	....	109	891	1,228
Truck Total	570	315	....	....	....	340	2,279	1,100	334	....	....	....	805	4,558	10,301

Total was $243 million for 1st half of 1979

How U. S. markets spend ad funds

By Joseph Bohn
Marketing Editor

Domestic auto manufacturers spent $243,528,000 on car advertising during the first six months of 1979, according to a study by a major advertising agency from generally available information.

(In other reports in this issue, AUTOMOTIVE NEWS provides similar data on domestic truck advertising and also on import company advertising.)

The dollar figure for January-June, 1979, was higher than normal because of General Motors' launch of its new X-body cars in the second quarter.

GM, in fact, spent $42,873,000 launching the X-cars during April-June, about 17.60 percent of its six-month car budget, for the four car lines. The figure included $10,606,000 in corporate support advertising.

The figures indicate that, relative to its size and share of market, Chrysler far outspent Ford Motor. GM, for example, accounted for 51.46 percent of industry expenditures during January-June, with Chrysler accounting for 21.42 percent, Ford Motor for 21.10 percent and American Motors for 6.02 percent.

• The figures also reveal that Detroit spent 46.90 percent of its car budget in network TV during the first six months, 21.72 percent in magazine, 13.58 percent in spot TV, 9.98 percent in newspaper, 5.72 percent in spot radio, 1.32 percent in network radio and 0.78 percent in outdoor.

Network TV was stronger in the January-March quarter, accounting for 24.48 percent of six month expenditures against 22.42 percent during April-June.

By contrast, spot TV picked up in the second quarter, accounting for 7.37 percent of expenditures vs. 6.21 percent in the first quarter.

Magazines were also more popular in the second quarter. They grabbed 11.73 percent of

Continued on Page 68, Col. 2

DOMESTIC CAR FACTORY AD EXPENDITURES (First six months of calendar 1979)

(In Thousands of Dollars)

	JANUARY - MARCH							APRIL - JUNE							
	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor, paint, post	Network Radio	Spot Radio	Network TV	Spot TV	Total Six Months
Chevrolet	1,385	413			427	1,286	12	951	4		3	227	1,984	333	7,025
Monte Carlo	556	60			695	1,857	42	518	13		15	226	2,183	287	6,452
Chevelle	694	32		5	538	1,342	11	1,027	21		19	141	1,112	226	5,168
Nova/Citation	8							3,592	1,452	1,567	149	4,778	7,712	538	19,805
Camaro	328	5			86	261		120			3	37	372	101	1,313
Corvette														76	76
Monza	293	5			101	403		223			3	15	151	73	1,267
Chevette	693	32		13	797	2,363	98	190			3	86	844	206	5,325
TOTAL CHEVROLET	3,957	547		18	2,644	7,512	163	6,621	1,490	1,567	195	5,510	14,367	1,840	46,431
Pontiac	313	32			75	788	315	436	1				915	937	3,812*
Grand Prix	971	29			140	1,568	856	568	1				610	1,365	6,108*
Phoenix		26				48	34	1,523	42			10	2,252	153	4,088
LeMans	396	28			75	912	607	469	1				351	818	3,657
Sunbird	324	27			30	307	263	63	1					75	1,090
Firebird	290	27				206	49	17						102	691
TOTAL PONTIAC*	2,294	169			320	3,829	2,124	3,076	46			10	4,128	3,450	19,446
Buick	484	83		17	100	629	182	674	453				1,349	369	4,340
Century/Regal	530	29		27	60	380	727	438	17				1,136	289	3,633
Skylark		29		9	12	76	6	1,930	13			100	1,906	609	4,690
Skyhawk		29		8	12	76	1		12					10	148
Riviera	1,317	29		17	105	1,009	188		16				372	7	3,060
Opel/Isuzu		27		7			3		10						47
TOTAL BUICK	2,331	226		85	289	2,170	1,107	3,042	521			100	4,763	1,284	15,918
Oldsmobile	854	53				300	41	897	829				167	85	3,226
Cutlass	541	264			85	3,033	1,136	1,302	423				1,176	1,294	9,254
Omega		40					31	939	356			231	2,035	371	4,003
Starfire		40					35	183	1						259
Toronado	556	58				410	41	41	1					8	1,115
TOTAL OLDSMOBILE	1,951	455			85	3,743	1,284	3,362	1,610			231	3,378	1,758	17,857
Cadillac	419	118		99	139		197	546	439		133	86	92	300	2,568
Eldorado	609	85		191	375		844	243	91		109	161	645	672	4,025
Seville	201	59		202	334		778	160	85		122	100	297	542	2,880
TOTAL CADILLAC	1,229	262		492	848		1,819	949	615		364	347	1,034	1,514	9,473
GM Corp. Product	1,802	18				3,365	416	4,369	2,456		162		3,471	148	16,207
TOTAL GM	13,564	1,677		585	4,186	20,619	6,913	21,419	6,738	1,567	721	6,198	31,141	9,994	125,332
Ford LTD	1,455	22	63		29	3,908	205	938	1,076	40	536	24	2,801	18	11,115
Granada	146	1	14		5	991	48	335	384	14	192	9	1,001	5	3,145
Thunderbird	238	1	8		4	633	29	402	461	17	230	10	1,201	7	3,241
Fairmont	717	67	60		28	4,519	418	737	845	31	421	19	2,202	14	10,078
Mustang	600	328	31		14	2,099	102	402	461	17	230	10	1,201	7	5,502
Pinto	742	1	28		13	1,951	85	402	461	17	230	10	1,201	7	5,148
Fiesta	147	67	7		4	544	28	134	154	6	77	5	400		1,573
TOTAL FORD DIVISION	4,045	487	211		97	14,645	915	3,350	3,842	142	1,916	87	10,007	58	39,802
Marquis	195	11			62	1,331	9	537	8			58	1,115	10	3,336
Monarch		11			62	487	10		6			58	120	10	764
Cougar		11			62	533	10		7			58	919	10	1,610
Zephyr		11			62	635	9		6			57	741	10	1,531
Bobcat		11			62	554	9		5			57	195	10	903
Capri	172	11			68	1,156	9	143	8			58	347	10	1,982
Continental	209	1				73							132		415
Mark V	212					73									285
Versailles	11					489							99		599
TOTAL LINCOLN-MERCURY	799	67			378	5,331	56	680	40			346	3,668	60	11,425
Ford Corp. Prod.	18	55						7	80						160†
TOTAL FORD MOTOR	4,862	609	211		475	19,976	971	4,037	3,962	142	1,916	433	13,675	118	51,387
Volare							1,566							872	2,438
Horizon	1,305	5				3,642	235							117	5,304
Arrow							4								4
Sapporo															
Champ		4													4
St. Regis		8			282	659	512							67	1,528‡
Chrysler	1,450	78			3	2,634	62	155	11					8	4,401
Cordoba					10		81							7	98
LeBaron	444	3			15	1,353	58						440	159	2,472
TOTAL CHRYSLER-PLYMOUTH	3,199	98			310	8,288	2,518	155	11				440	1,230	16,249
Aspen							1,313							515	1,828
Diplomat														5	5
Omni	1,744	139			1,592	3,413	405	265	11					20	7,589
Colt		8				100	85							30	223
Challenger	59				141									5	205
Magnum															
TOTAL DODGE	1,803	147			1,733	3,513	1,803	265	11					575	9,850
Chrysler Corp. Product	847	2,456			560	4,368	1,015	2,439	5,014				8,020	1,324	26,043
TOTAL CHRYSLER	5,849	2,701			2,603	16,169	5,336	2,859	5,036				8,460	3,129	52,142
Pacer		44					205		169					254	672
Concord		696				783	615	173	984				894	3,114	7,259
Spirit	42	1,267			14	2,033	1,088	82	416			18	429	1,347	6,736
TOTAL AMC	42	2,007			14	2,016	1,908	255	1,569			18	1,323	4,715	14,667
TOTAL INDUSTRY	24,317	6,994	211	595	7,278	59,580	15,128	28,570	17,305	1,709	2,637	6,649	54,999	17,956	243,528

Figures compiled by a major advertising agency based on generally available information.

*—Pontiac spent $20,000 in direct mail on full-sized Pontiac and another $20,000 on Grand Prix in the first quarter.

†—Ford Motor spent $15,000 on corporate product direct mail in the second quarter.

‡Chrysler spent $159,000 on direct mail for St. Regis in the first quarter.

How U.S. makers spent ad funds in first half of '79

Continued from Page 20

the budgets versus 9.99 percent during January-March.

Spot radio was pretty constant, accounting for 2.99 percent in the first quarter and 2.73 percent in the second quarter.

Network radio, ranking below spot, improved sharply in the second quarter. It grabbed 0.24 percent of the budgets during January/March and 1.08 percent during April-June.

Newspaper gained sharply during April-June, grabbing 7.11 percent of Detroit's budgets versus 2.87 percent during the winter months.

Outdoor accounted for just 0.08 percent during winter, but improved on that to 0.70 percent during the spring.

Dealers boost sales in 1979

By Kathleen Hamilton
News Editor

Import-car dealerships enjoyed a banner 1979, with seven of the Top 20 foreign makes hitting record sales per outlet and eight of the others improving their 1978 sales averages.

The biggest improvements over 1978 came from those who handle Japanese makes: Datsun dealers sold 122 more cars per outlet in 1979 than a year earlier; Mazda dealers, 99; Honda dealers, 92, and Toyota dealers, 62.

Volkswagen dealers, bolstered with Pennsylvania-built Rabbits, sold 61 more cars on the average than they did in 1978.

Honda dealers were in the No. One spot for the first time since the car was officially imported in 1970, with dealers selling an average of 488 cars in 1979.

It was the fifth consecutive year of record sales per outlet for Honda.

It was the fifth consecutive record year for Subaru dealers, as well. The average of 175 sales per outlet beat the 1978 record by 30.

- Other imports to set records were Toyota, up six sales per dealer from its last record year, 1977; Datsun, up 61 from its 1977 record; Mercedes-Benz, up 11 from its 1977 record, and BMW, up 5 percent from its 1977 record.

Peugeot matched its old record, set in 1975.

While Mazda missed its old record (357 sales per outlet in 1973), its improvement was enough to boost its ranking from eighth to fifth place in the annual AUTOMOTIVE NEWS compilation.

Other makes that improved their sales per outlet in 1979 were Volvo, up 16; Mercedes, up 15; Peugeot, up 10; Arrow, up 8; BMW, up 7; Colt, up 6; Audi, up 3; MG, up 3, and Fiat, up 1.

Losses were turned in by Alfa Romeo, 17; Porsche, 11; Triumph, 8; Renault, 3, and Saab, 2.

Renault's small loss is noteworthy in light of the addition of 412 Renault franchises during the year, the product of the marketing agreement with American Motors.

In order to qualify for the Top 20 ranking, at least 2,500 cars must be sold annually in the U. S. During 1979, Top 20 makes accounted for 94.68 percent of the import-car sales in the U. S. Top 20 dealers sold an average of 164 cars during 1979, compared with 149 in 1978.

The Isuzu-built Opel, cut by General Motors last spring, was dropped from the Top 20 and replaced by Plymouth's Mitsubishi-built Arrow.

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1979 Pos	Make	1978 Pos.
1—488	Honda	396— 2
2—485	Toyota	423— 1
3—445	Datsun	323— 3
4—274	Volkswagen*	213— 4
5—213	Mazda	114— 8
6—175	Subaru	145— 5
7—136	Volvo	120— 6
8—130	Mercedes-Benz	115— 7
9— 98	Audi	95— 9
9— 98	BMW	92—10
11— 90	Fiat	89—11
12— 71	MG	68—12
13— 46	Saab	48—14
14— 44	Renault	46—15
15— 43	Porsche	54—13
16— 42	Peugeot	32—18
17— 37	Triumph	45—16
18— 27	Colt	21—20
19— 22	Arrow	14—**
20— 18	Alfa Romeo	35—17

*—Includes U.S.-built Volkswagens
**—Not in the Top 20 in 1979

SALES PER OUTLET

U. S. MARKET

1979 Pos	Make	1978 Pos
1—488	Honda	396— 2
2—485	Toyota	423— 1
3—445	Datsun	323— 5
4—364	Chevrolet	394— 3
5—286	Oldsmobile	302— 6
6—274	Volkswagen	213—10
7—269	Ford	326— 4
8—241	Pontiac	277— 7
9—234	Buick	256— 8
10—213	Mazda	114— *

*—Not in Top Ten in 1978

IMPORT SALES PER OUTLET, 1970-1979

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Honda	488	396	339	252	214	109	132	86	66	65
Toyota	485	423	479	347	295	251	307	282	309	222
Datsun	445	323	384	279	280	200	250	187	198	125
VW	274	213	252	187	232	283	401	372	430	500
Mazda	213	114	95	69	154	182	357	203	126	55
Subaru	175	145	118	76	72	41	71	28	19	14
Volvo	136	120	103	89	126	120	145	126	128	124
Mercedes	130	115	119	107	112	98	110	103	99	97
Audi	98	95	85	79	124	150	168	111	109	49
BMW	98	92	93	89	68	60	54	47	40	37
Fiat	90	89	93	85	140	105	87	80	68	65
MG	71	68	84	63	58	50	58	51	54	53
Saab	46	48	42	29	35	33	46	41	40	33
Renault	44	47	46	24	26	28	27	27	40	52
Porsche	43	54	65	47	54	71	87	81	93	110
Peugeot	42	32	35	32	42	29	17	16	20	19
Triumph	37	45	77	72	59	48	54	51	47	36
Colt	27	21	37	26	33	25	23	27	46	0
Arrow	22	15	28	—	0	0	0	0	0	0
Alfa Romeo	18	35	39	29	33	25	25	19	18	14

1973-79 figures are based on retail sales; figures for prior years are based on registrations.

Fewer import dealers in 1979

As General Motors stops selling Isuzu-built Opel

By Kathleen Hamilton
News Editor

The number of dealerships handling imported cars fell by 475 during 1979, to 16,639 outlets, the annual AUTOMOTIVE NEWS census discloses.

The decline was attributable chiefly to General Motors' halt in the importation of the Isuzu-built Opel last spring, trimming the number of Buick outlets handling the Japanese captive import by 720. The loss was partially offset by American Motors' rapidly expanding Renault network.

The heaviest loss in import-dealer population came in the first half of the year, as 342 outlets fell from the total. Another 133 dropped out in the second half. The year closed with a 2.8-percent decline in the number of import dealers.

The year-end figure was off 1,061 from the alltime high of 17,700 outlets handling imports, recorded in the July 1, 1978, AUTOMOTIVE NEWS semiannual dealer census. But the decade ended with twice the number of dealerships handling imports as the 8,311 that were recorded on Jan. 1, 1970.

The number of exclusives on Jan. 1—2,872—is an increase of 86, or 3 percent over Jan. 1, 1979.

Exclusives represented 17 percent of the total number of outlets in the Jan. 1, 1980 census. But when captive imports—those makes built by companies owned in part by a domestic manufacturer and whose U. S. distribution is controlled by the U. S. partner—are excluded, 42 percent of the remaining import outlets are exclusives.

- Makes with the greatest number of exclusives were Toyota (688), Datsun (629), Volkswagen (346), Subaru (291) Honda (233). Ranking among the top five was the same on Jan. 1, 1979.

Fiat added the most exclusives during the year (52), followed by Honda (23).

The number of exclusives at the start of the decade was only 260 fewer than at the decade's close; exclusive import deals peaked at 3,491 in July, 1973.

The number of dealerships handling multiple import lines decreased by a total of 10 for the year. But import-only duals had been up 75 at midyear and declined by 85 in the second half.

The decade started with 1,159 import-only duals, 506 more than were recorded on Jan. 1, 1980. The record was 1,795, set in July, 1976.

The total number of outlets handling only imported cars increased by 119 in the first half of 1979, then decreased by 43 in the second half, for a year-end gain of 76. Alltime high was 4,856, recorded in the Jan. 1, 1976, census.

- The number of captive duals declined by 744 during 1979; Opel's loss was the lion's share of that, but the number of Dodge dealers handling the Mitsubishi-built Colt and Challenger fell by 65 and the number of Plymouth dealers carrying Arrow and Sapporo (also built by Mitsubishi) fell by 40.

Ford's captive, the German-built Fiesta, was carried by 81 more dealers on Jan. 1, than one year earlier.

The number of captive duals has tripled since January, 1970. The alltime record was 11,195 set in July, 1978.

Since American Motors has no share in Renault, the French import is not in the captive import class.

But since the AMC-Renault marketing agreement went into effect, Renault's dealer count has skyrocketed. During 1979, 412 Renault franchises were added, most during the second half of the year.

Boosted by those new franchises, the number of domestic-car dealerships which also handled non-captive imports increased 193 during the year. The total represents an increase of 64.5 percent since the start of the decade but still falls short of the record 3,379, set in July, 1959.

The number of domestic-import duals (including both captives and non-captives) decreased by 551 during the year, again chiefly due to the loss of Opel.

- Because of the trend toward exclusives and away from dualing, the number of franchises declined by 249—less than the loss (475) in the number of outlets.

The loss in franchises came in the first half of the year; the franchise total was up 62 in the second half.

The franchise total of 20,754 never threatened the record 22,997, set in July, 1959. Only 12,870 import franchises were operating in January, 1970.

Breakdown of import franchises by country on Jan. 1, was Japan, 42.2 percent; Germany, 38.7 percent; Italy, 5.3 percent; Britain, 5.3 percent; France, 4.9 percent; Sweden, 3.5 percent, and miscellaneous, 0.1 percent.

One year earlier it was Japan, 45.1 percent; Germany, 37.7 percent; Britain, 5.6 percent; Italy, 5.1 percent; Sweden, 3.6 percent; France, 2.8 percent, and miscellaneous, 0.1 percent.

Japanese import-car franchises numbered 743 more than the second-ranked German import franchises. All German imports increased their franchise totals during the year.

Japanese franchises were cut

Continued on Page E-28, Col. 1

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1980.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,639

*—Alltime high.

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IMPORT FRANCHISES

	Jan. 1, 1980	Jan. 1, 1979
JAPANESE	8,768	9,471
Colt/Challenger	2,230	2,295
Arrow/Sapporo	2,170	2,210
Datsun	1,069	1,061
Toyota	1,062	1,049
Mazda	759	706
Honda	740	708
Subaru	738	722
Opel	0	720
WEST GERMAN	8,025	7,925
Fiesta	5,481	5,400
Volkswagen	1,015	1,010
Audi	438	436
Mercedes-Benz	409	407
BMW	355	351
Porsche	327	321
ITALIAN	1,096	1,079
Fiat	640	665
Alfa Romeo	229	172
Lancia	170	197
Ferrari	37	34
Maserati	20	11
BRITISH	1,092	1,157
MG	358	376
Triumph	342	353
Jaguar	269	274
Rolls-Royce	64	65
TVR	21	16
Lotus	20	64
Aston Martin	18	19
FRANCE	1,024	588
Renault	729	317
Peugeot	295	271
SWEDISH	724	748
Volvo	408	417
Saab	316	331
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,754	21,003

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Fewer import dealers in '79

Continued from Page E-12

by 703 during the year, but the losses were among captive imports only. All of Japan's noncaptives had record franchise totals.

- Datsun beat its January, 1979, alltime high by 8 franchises; Toyota exceeded its January, 1979, record by 13; Subaru topped its July, 1979, high by 7; Honda upped its July, 1979, record by 16, and Mazda outdid its July, 1979, record by 19 franchises.

Other imports that set records in franchise totals this census were Mercedes Benz, 409, one franchise more than in January, 1978, and July, 1977; BMW, 355, two more than the old record set in July, 1979, and Fiesta, 5,481, 42 more than the old record set in July, 1978 and matched in July, 1979.

Tying old records were Audi, with 438, also recorded in July, 1978, and 1979, and Porsche, with 327, recorded in July, 1979.

Franchise leaders were, in order, Fiesta, Colt-Challenger, Arrow-Sapporo, Datsun, Toyota, VW, Mazda, Honda, Subaru and Renault.

Ranking of the top five was the same in January, 1979. But this was the first time since 1963 that Mazda logged more franchises than Honda.

Franchise gains during the year were Renault, 412; Fiesta, 81; Alfa Romeo, 57; Mazda, 53; Honda, 32; Peugeot, 24; Subaru 16; Toyota, 13; Maserati, 9; Datsun, 8; Porsche, 6; VW, 5; TVR, 5; BMW, 4; Ferrari, 3; Audi, 2; Mercedes, 2, and Aston Martin, 1.

Losers were Colt-Challenger, 65; Lotus, 44; Arrow-Sapporo, 40; Lancia, 27; Fiat, 25; MG, 18; Saab, 15; Triumph, 11; Volvo, 9; Jaguar, 5, and Rolls-Royce, 1.

The Lotus losses occurred as Lotus North America stopped importing the car and marketing was taken over by Rolls-Royce. The franchise total has been expanding quickly since Jan. 1, a Rolls spokesman said.

Also during 1979, Fiat took over U. S. distribution of Ferrari and TVR got a new distributor, TVR Sports Cars, Alexandria Va.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1980		Jan. 1, 1979	
Imported cars only				
Exclusives	2,872		2,786	
Duals	1,665		1,675	
		4,537		4,461
Import-domestic duals				
U. S. duals w/captive imports	9,881		10,625	
U. S. duals w/other imports	2,221		2,028	
		12,102		12,653
Total imported-car outlets		16,639		17,114

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo. Buick-Opel included in 1979 total only.

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Say goodbye to big cars

The market is shifting to small cars

By Jenny L. King
Staff Writer

After almost a decade of relative status quo in the market shares of the various sizes of new cars, the Eighties may see a definite shift in buying preference.

And at this time, it looks like the imports and U. S. subcompacts will thrive and grow at the expense of U. S. full-size cars, in spite of the fact that the big cars often do well on a basis of fuel economy.

Buyers still equate size with miles per gallon, figuring the smaller the car the better the mileage. The year 1979, as can be seen in the accompanying market-class comparisons chart, saw U. S. subcompacts at an all-time high, 12.86 percent. Compacts were unaffected, while intermediates for 1979 showed a trend toward declining numbers.

It was the full-size domestic cars that were on the skids as of the end of 1979, having plunged from a robust 37 percent of the U. S. market in 1971 to only 15 percent at the close of the decade. Luxury is luxury and it apparently will always be sought; its share of the market was steady to increasing throughout the seventies.

Then there were the imports, which managed to pick up the lost percentage points of their competitors and climb to 21.85 percent of the total market by the end of 1979. They skyrocketed to 27 percent of the January market in 1980.

The year of the small car: 1975? 1979? 1980? The current gasoline dilemma appears to be a permanent crisis which, unless consumers are willing to risk gas lines and ever-increasing prices to feed less-efficient engines, will permanently change the shape of the U. S. market from big and comfortable to small and thrifty.

Another possibility is that inspired marketing by the U. S. auto makers will help consumers realize that big doesn't always refer to a car's gasoline appetite, as the auto makers meet the strict CAFE standards and learn to squeeze higher mileage out of full-size cars.

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - JANUARY, 1980 — BY YEAR, 1970 - 1979)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.32	20.82	24.20	14.17	6.71	22.18	770,052
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	10,641,099

*—Import yearly total adjusted in each grand total.

Imports one million stronger in '79; 16 million operational

By Robert M. Lienert
Editor

Despite heavy scrappage of older-model imported cars last year, the total number of imports in operation in the U. S. increased by nearly a million units in 1979.

AUTOMOTIVE NEWS estimates showed a record 16,049,410 imported cars on the road on Jan. 1, 1980, compared with 15,059,987 a year earlier. The 1979 count had represented the previous high.

Average age of imports in operation remained nearly constant although the number that were five years old or older reached a record 7,026,206 on Jan. 1. That compared with 6,903,591 a year earlier.

This made the year-to-year increase a scanty 1.78 percent, a far cry from their growth rate of 12.34 percent the previous year and 11.42 percent the year before that.

Such a slowdown, of course, results from heavy scrappage. AUTOMOTIVE NEWS estimates show 1,338,508 imports were taken out of service during 1979, compared with a revised figure of 919,220 a year earlier. The bulk of these scrapped cars were old units that had reached the end of their useful life.

Although the scrappage was high, over-all growth of the import fleet held closely to the expected rate for an import market approaching maturity.

The total of 16.05 million on Jan. 1 was 6.57 percent higher than the 15.06 million counted on the year-earlier census date.

During 1978, the increase had amounted to 7.72 percent.

• This annual increase of 6 to 7 percent is probably what can be expected for the next few years. Growth has pretty well settled into that bracket after the explosive advances of 12 to 14 percent annually in the very early years of the import invasion.

Annual growth was 9.52 percent in 1977, 6.95 percent in 1976; 7.79 percent in 1975 and 6.55 percent in 1974.

Indication that the average age of the fleet is not drastically changing is provided by analysis that shows cars five years old or older made up 43.78 percent of the import fleet on Jan. 1. That compared with 45.84 percent a year earlier and 43.96 percent the year before that.

Last year represented the first time in imported-car history in this country that the percentage of the total fleet held by such older cars did not show an increase.

Although such cars now make up nearly half the import fleet, as recently as six years ago they accounted for only one-third.

These older cars tend to outline the parameters of anticipated business in service and replacement. The numbers clearly show that unprecedented opportunity exists for both.

• For service and parts alone, the number of cars three years old or older tend to be a better indicator.

On Jan. 1, that portion of the fleet totaled a record 9,785,970 units, up 2.46 percent over the year-earlier tally of 9,550,694.

The year-to-year gain in imports three years old or older had amounted to 6.33 percent in 1978 and 6.14 percent in 1977.

Japanese cars increased their domination of the import fleet in 1979, with cars sourced in that country totaling 8,009,633. That compared with 5,728,066 German-built cars in operation.

Only a year earlier, Japanese cars had moved ahead of German cars for the first time, by a count of 6,632,766 to 6,091,732.

On Jan. 1, Japanese cars represented 49.91 percent of all imports in operation, while German cars made up 35.69 percent. Together, they accounted for 85.60 percent of the total.

A year earlier, the Japanese share was 44.04 percent and the German share, 40.45 percent, for a combined total of 84.49 percent.

Without a doubt, sometime during 1980 Japanese cars will account for more than half of all imports being driven in the U. S.

• Figures for German cars are affected by the fact that Pennsylvania-built Rabbits are counted as domestics for purposes of these compilations.

Furthermore, because such a large proportion of the scrappage-age fleet is made up of Volkswagens (the make thoroughly dominated the import market at the time these old imports were brand new), current VW totals tend to suffer. More old VWs are being scrapped than can be replaced by German-built VWs in the current market.

Thus, total Volkswagens in operation on Jan. 1 fell to 3.6 million, although that number had been 4.1 million a year earlier.

Nevertheless, there are still more Volkswagens in operation than any other imported make. This is still true, although the VW total has been declining for

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More imports on the road

Continued from E-24

the past four years.

VW continues to hold a wide lead over No. 2 Toyota, with 2.9 million, and No. 3 Datsun, with 2.3 million. It is obvious, though, that it is only a matter of time until Volkswagen is ousted from the top spot.

The only other import with over a million cars on the road is Honda, which has grown explosively to reach 1.1 million. Honda was in the 800,000 class a year ago and the 300,000 class only three years ago.

- No other import comes close to a million. Leading the also-rans are Fiat and Volvo, each in the 500,000 class.

Opel, which had been listed with them a year earlier, fell back to the 400,000 class during 1979. It was joined there by Mazda, Mercedes-Benz and Subaru. Subaru was the newcomer, having moved up from 300,000.

In the 300,000 class on Jan. 1 were Audi, Capri and Colt. Audi advanced from the group with 200,000 cars a year earlier.

That left MG and Triumph alone in the 200,000 class this year.

The 100,000 class on Jan. 1 included Arrow, BMW, Fiesta, Porsche, Renault and Saab. All had been at the same level a year earlier, but BMW and Fiesta are pushing hard to cross the 200,000 boundary.

There were 15 makes with more than 200,000 cars in operation, the same as a year earlier. The number with more than 100,000 also remained constant at 21.

- Makes with most cars on the road Jan. 1, 1980, were: Volkswagen, 3,637,413; Toyota, 2,929,895; Datsun, 2,344,856, and Honda, 1,149,027.

Following were: Fiat, 558,359; Volvo, 523,993; Mazda, 484,055; Opel, 474,450; Mercedes-Benz, 453,406; Subaru, 449,561; Colt, 372,153; Capri, 358,896, and Audi, 311,366.

Also: MG, 292,389; Triumph, 209,268; BMW, 196,019; Fiesta, 191,813; Porsche, 174,970; Arrow, 150,316; Renault, 140,108, and Saab, 121,673.

Of all makes listed above, those with fewer cars in operation on Jan. 1 than on the year-earlier date included Capri, Opel, Renault, Saab, Triumph and Volkswagen.

As noted above, Japanese cars in operation totaled 8,009,633, followed by German cars with 5,728,066.

Lagging far behind were United Kingdom, 649,656; Sweden, 645,666; Italy, 607,605, and France, 227,367. United Kingdom and France joined Germany in showing declines from year-earlier figures.

IMPORTED CARS IN OPERATION

	1979	1978	1977	1976	1975	1974 and Earlier	TOTAL
Alfa Romeo	3,991	6,140	6,446	4,898	4,768	13,325	39,568
Arrow	48,606	27,870	45,520	28,320			150,316
Audi	42,521	40,308	34,808	31,327	44,479	117,923	311,366
Austin				1,003	11,069	33,035	45,107
BMW	33,036	31,109	27,949	24,707	17,599	61,619	196,019
Capri		4,027	21,662	27,418	48,601	257,188	358,896
Challenger	14,095	17,403	1,780				33,278
Colt	62,341	43,904	68,579	45,105	49,144	103,080	372,153
Cricket						26,310	26,310
Datsun	469,371	333,008	374,912	252,656	223,660	691,249	2,344,856
Fiat	58,521	59,053	60,706	57,073	83,080	239,926	558,359
Fiesta	77,718	74,969	39,126				191,813
Honda	351,454	270,220	214,878	140,865	88,769	82,841	1,149,027
Jaguar	3,734	4,725	4,258	6,973	6,198	38,845	64,733
Lancia	1,597	2,764	5,317				9,678
Mazda	155,784	23,885	48,609	32,130	54,643	169,004	484,055
Mer.-Benz	52,714	46,299	47,489	41,091	42,315	223,498	453,406
MG	25,843	26,151	33,350	26,348	23,689	157,008	292,389
Opel	13,732	18,897	27,862	9,776	35,747	368,436	474,450
Peugeot	11,748	8,965	9,744	8,975	10,840	36,987	87,259
Porsche	13,680	16,872	19,510	13,521	15,504	95,883	174,970
Renault	18,748	15,474	12,509	6,279	6,357	80,741	140,108
Rolls Royce	1,002	1,108	1,128	1,232	755	6,624	11,849
Saab	15,081	15,442	12,672	9,239	12,395	56,844	121,673
Sapporo	12,260	12,599	1,366				26,225
Subaru	127,219	101,720	77,787	45,534	34,921	62,380	449,561
Toyota	505,277	435,195	476,449	326,803	232,450	953,721	2,929,895
Triumph	12,654	16,172	28,015	25,986	19,132	107,309	209,268
Volkswgn.	124,564	235,728	251,668	191,289	231,574	2,602,590	3,637,413
Volvo	56,376	50,220	45,461	41,136	53,376	277,424	523,993
Misc.	3,140	2,884	3,962	5,626	3,389	162,416	181,417
TOTAL	2,316,807	1,943,111	2,003,522	1,405,310	1,354,454	7,026,206	16,049,410

*—Volkswagen totals do not include cars assembled in the U.S.

Saab sales up 9 pct. in '79

NYKOPING, Sweden—Worldwide sales of Saab cars increased approximately 9 percent during 1979, according to the Saab Car Division of Saab-Scania AB of Sweden.

In Sweden, where the total automobile market showed some recovery from previous years and increased by 7 percent, Saab sales reached almost 30,000 units, an increase of 8.8 percent. In its first full year of sales on the Swedish market, the Saab 900 climbed to second place in model rankings.

On export markets, Saab reported a record with about 52,000 units reported sold, an increase of 9 percent over 1978. The biggest increases were reported in the United Kingdom, the Netherlands, Finland, Austria and Belgium.

In the U. S., still the largest single export market for Saab cars, sales in 1979 reached 14,979, almost equal to the 1978 results.

Saab-Scania of America, U. S. importer and distributor, was unable to fill the customer demand for certain models, especially the Saab Turbo. The supply of these models, however, is now being filled with additional shipments from Sweden, and sales during 1980 are expected to increase considerably over 1979, Saab said.

Since its introduction in the fall of 1977, almost 25,000 Saab Turbos have been delivered throughout the world. The proportion of Turbos to normally aspirated cars varies greatly from market to market.

In Italy, virtually all Saabs sold have turbocharged engines, while in Germany, Turbo models account for 45 percent of the total Saab sales. In the U. S., Turbos represent about 30 percent of all Saabs sold, and in Sweden, 12 percent.

Production of Saab cars at the assembly plants in Trollhattan and Arlov, Sweden, and Uusikaupunki, Finland, totaled about 84,000 units in 1979, compared with 72,500 units in 1978.

Deliveries of compact pickups continue to show big gains

Truck sales decline in all market segments

Continued from Page 26

panies reported, dealers retailed 179,112 vehicles, compared with 271,888 a year ago. The count through February was 367,443, as against 531,186 in 1979.

Last year's figures have been revised to include sales of window vans, which now are counted as trucks rather than passenger cars.

Chevrolet dealers outsold their Ford counterparts in February for the second consecutive month and boosted Chevrolet's two-month lead to more than 6,700 units.

February sales totaled 71,715 units, down 32.1 percent from the year-ago 105,682, Chevrolet's alltime high for the month. The count included 8,722 LUV compacts, off 25 percent from the record 11,488 retailed in the same month in 1979.

For the two months, Chevrolet dealers sold 146,476 vehicles, a decline of 29.2 percent from last year's 206,970. Included were 18,209 LUV sales, down slightly from the year-earlier 18,837.

Ford dealers retailed 65,283 units during the month, off 37.3 percent from the year-ago 104,123. The total included 7,609 Courier compacts, an increase of 7.3 percent over the 7,092 sold in February, 1979.

Ford's two-month total was 139,702, a drop of 30.5 percent below last year's 201,146 units. Through February, however, Courier sales were up 18.6 percent over a year ago, 15,400 versus 12,988.

Sales of Dodge and Plymouth trucks were down 33.1 percent in February, and the two-month total was off 38.8 percent.

During the month, dealers retailed 24,029 vehicles, compared with 35,936 last year. The total included 4,365 D-50 compacts and 2,101 Arow pickups. D-50 sales were up 95.3 percent over the year-ago 2,234, and Arrow deliveries were 86.8 percent higher than the year-earlier 1,125.

For the two months, sales totaled 44,506 units, compared with 72,724 in 1979. Again, there were dramatic increases in deliveries of the compact pickups. The D-50 was up from 3,729 to 7,944 and the Arrow from 1,980 to 3,809.

GMC reported that its dealers retailed 18,085 trucks in February, a decline of 20.8 percent from the record 26,147 sold in the same month a year ago. The two-month total was down 27 percent, from 50,346 units to 36,759.

Sales of Jeep four-wheel-drive vehicles declined 45 percent in February, from a record 14,820 a year ago to 8,168. The January-February count was 17,339, a decline of 42.2 percent from last year's 29,995.

Volkswagen dealers retailed 1,703 of the U. S.-built compact pickups in February, an increase of 78.5 percent over the 954 sold in January, the first month for which sales of the recently introduced vehicle were reported.

- Datsun compact sales set a record in February. Dealers retailed 10,573 units, an increase of 53.8 percent over last year's 6,874. The two-month total of 21,076 vehicles was 79.4 percent higher than the year-earlier 11,745.

Toyota's February truck sales were the highest for any month in history. Dealers retailed 15,131 units during the month, more than double the 6,326 sold a year ago. The previous any-month high of 15,064 was established last May.

The two-month total was 28,025, an increase of 145 percent over the 11,438 units sold in the comparable period a year ago.

Mazda sales during the month were more than double the count for the previous year. Dealers sold 1,075 vehicles, compared with 466 in 1979. Through February, the total was 1,905, as against 796 a year ago.

Ad budgets computed for domestic trucks

By Joseph Bohn
Marketing Editor

Domestic truck producers spent $43,405,000 on media advertising in the first six months of 1979, according to a study by a major advertising agency from generally available data.

Ford, the perennial truck leader, actually spent less than Chevrolet during the first half of the year, although the various producers are pretty close in their expenditures.

Chevrolet accounted for 25.14 percent of the industry's expenditures, Ford for 22.23 percent, American Motors for 18.37 percent, International Harvester for 15.55 percent and Dodge for 14.52 percent.

GMC accounted for only 3.95 percent and Plymouth for 0.24 percent.

TV was the dominant advertising medium.

Network TV accounted for 46.57 percent of expenditures—20.48 percent during January-March and 26.09 percent during April-June.

Spot TV accounted for 21.93 percent of six month expenditures—8.97 percent in the first quarter and 12.96 percent in the second quarter.

Magazines grabbed a good share of the budgets—20.11 percent. They accounted for 11.79 percent in the first quarter and 8.32 percent in the second quarter.

Newspapers accounted for 4.10 percent—2.05 percent in the first quarter and 2.05 percent in the second quarter.

Spot radio accounted for 3.94 percent of expenditures — 1.52 percent in the first quarter and 2.42 percent in the second quarter.

For the six months, network radio accounted for 3.14 percent and outdoor for 0.21 percent.

North Carolina dealers reschedule convention

RALEIGH, N. C.—The North Carolina Automobile Dealers Assn. has rescheduled its 1980 convention, which will now take place May 11-14 at the Pinehurst Hotel, Pinehurst, N. C.

The association cancelled plans to hold the convention in Scottsdale, Ariz.

Big Three February, year-to-date truck sales

	February		Year to Date	
	1980	1979	1980	1979
	Ford			
Vans	6,191	16,747	15,126	31,853
Club Wagon	1,320	3,429	3,649	7,048
Courier	7,609	7,092	15,400	12,988
Bronco	3,455	6,985	7,870	13,289
Conventional pickups	41,163	61,952	86,406	122,597
Mediums	3,613	4,559	6,938	7,843
Heavies	1,932	3,359	4,313	7,048
	Chevrolet			
Vans	9,407	14,355	18,719	29,277
LUV	8,722	11,488	18,209	18,837
El Camino	3,730	3,668	7,737	7,418
Blazer	2,492	5,782	5,768	11,998
Suburban	2,410	3,731	4,462	7,541
Conventional pickups	40,065	60,509	81,700	120,079
Mediums	2,860	3,189	5,797	5,928
Heavies	234	292	476	547
Sportvan	1,795	2,668	3,608	5,345
	Chrysler			
Vans	5,937	11,938	11,351	24,986
Voyager	597	873	1,042	1,578
Sportsman	1,768	2,834	3,250	5,220
Arrow	2,101	1,125	3,809	1,980
D-50	4,365	2,234	7,944	3,729
Trail Duster	445	662	748	1,417
Ramcharger	1,217	1,728	2,068	3,771
Conventional pickups	7,599	14,542	14,294	30,043
	GMC			
Vans	2,337	4,034	4,752	7,582
Caballero	426	515	834	1,005
Jimmy	576	1,363	1,329	2,659
Suburban	425	641	920	1,371
Conventional pickups	8,926	14,813	19,800	28,780
P models	455	335	620	765
Mediums	2,850	2,333	4,880	4,706
Heavies	2,090	2,069	3,657	3,380
Motor homes		44		98

FACTORY TRUCK AD EXPENDITURES—6 MONTHS OF 1979

(In Thousands of Dollars)

	JANUARY - MARCH, 1979							APRIL - JUNE, 1979							
	Magazine	Newspaper	Outdoor paint post	Network radio	Spot radio	Network TV	Spot TV	Magazine	Newspaper	Outdoor paint post	Network radio	Spot radio	Network TV	Spot TV	6-Month Total
Ford Pickup	321	750	22		24	1,018	354	413	148	8	31		3,368	465	6,922
Ford Van/Club Wagon	184	14			2	254		57	19	4			263		797
Ford Specialty	135	17			3	118		119	18	3			43		456
Medium, Heavy	198	9			9	36		130				41			423
Courier	82	3	32			34	475	51		26			331	18	1,052
FORD TOTAL	920	793	54		38	1,460	823	770	185	41	31	41	4,005	483	9,650
Chevy Pickup	784				250	1,904	443	91			6	213	1,014	313	4,418
Chevy Van	168				48	812	176	29			5	213	935	423	2,809
Chevy Specialty	220							33				65	356	45	719
Medium, Heavy	31							160							191
LUV	292	12			70	1,363	204	350				32	394	56	2,773
CHEVROLET TOTAL	895	12			368	4,079	823	663			11	523	2,699	837	10,910
GMC Pickup	316			43	123		20	310			50			3	865
GMC Van	149			47	124		14	12			48			1	395
GMC Specialty				17			7	1			8				33
Medium, Heavy	210	42						140	28						420
TOTAL GMC	675	42		107	247		41	463	28		106			4	1,713
Dodge Pickup	651				4	708	498	197					1,270	304	3,632
Dodge Van	110				4	516	328	56					853	147	2,014
Dodge Specialty	54							28							82
Medium, Heavy															
D-50		8					553							14	575
DODGE TOTAL	815	8			8	1,224	1,379	281					2,123	465	6,303
Plymouth															
Arrow	101	4													105
TOTAL PLYMOUTH	101	4													105
Jeep C-J	42	27				876	68	110	60				1,370	982	3,535
Wagoneer	349							321						31	701
Pickup	116					383	52	104					323	322	1,300
Cherokee	145					864	158	36	84				392	761	2,440
AMC TRUCK TOTAL	652	27				2,123	278	571	144				2,085	2,096	7,976
IH Pickup															
Scout	789	5					545	693	525		968	486	411	1,740	6,162
Travelall				136											136
Medium, Heavy	272							171	7						450
TOTAL IH	1,061	5		136			545	864	532		968	486	411	1,740	6,748
TRUCK INDUSTRY	5,119	891	54	243	661	8,886	3,895	3,612	889	41	1,116	1,050	11,323	5,625	43,405

factories list auction dates

American Motors

March 18 — Colorado Auto Auction, Denver.

March 19—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 17 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

March 18 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 19—St. Pete Auto Auction, 14950 Roosevelt Rd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., Kent, Wash.

March 20—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 21—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Ford Motor Co.

March 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 19 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 20 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

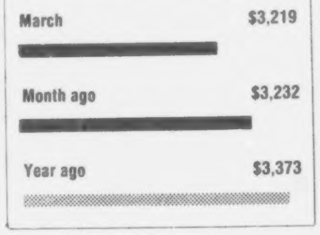
March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Model breakdown
Auction averages

	March to Date	Feb.	Jan.
1980	$7,182	$6,313	$6,187
1979	5,121	5,151	5,414
1978	3,605	3,755	3,591
1977	2,766	2,790	2,730
1976	2,120	2,214	2,233
1975	1,738	1,836	1,802
1974	1,397	1,392	1,456
1973	1,051	1,127	1,138
Overall Average	$3,219	$3,207	$3,175

Used car sales
Auction averages



U. S. makers schedule 154,857

Week's auto production off 2.5 pct.

By Michele Raquepau
Staff Writer

Auto production last week by U. S. makers of 154,857 declined 2.51 percent from the previous week's 158,840 and was a drop of 25.63 percent from the 208,239 assembled in the comparable 1979 week.

Year-to-date car production of 1,469,810 is a 27.19 percent decline from the 2,018,731 built in the same 1979 period.

General Motors produced 90,715 autos last week and has 66.58 percent of year-to-date production. Ford Motor Co. assembled 38,508 and has an 18.72 percent share of the year's total. Chrysler Corp. built 16,200 last week and has 9.04 percent of the total.

American Motors produced 4,525 units last week and has a 3.12 percent share of year-to-date output. Volkswagen of America built 4.809 cars, and has 2.49 percent of the total. Checker built 100 units, and has 0.05 percent of year-to-date production.

For the third week in a row, VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

All Chrysler assembly plants are working regular schedules this week.

GM's Janesville plant will be down this week for the second of two weeks as will the Pontiac point and companion Fisher Body plant.

The Cadillac assembly plant and companion Fisher Body point will be closed beginning today (March 17) for two weeks.

Chrysler's Jefferson truck plant (light Dodge trucks) is closed beginning today (March 17) for the remainder of the model year to retool for assembly of the company's front-wheel-drive K-car. A Chrysler spokesman said the plant should reopen in early August.

Ford announced it will build its redesigned 1980 Granada at its Atlanta and Mahwah plants. A Ford spokesman said two-thirds of the 100,000 Granadas planned for 1981 will be built at Atlanta. The remainder will be assembled at Mahwah.

The Mercury equivalent, the Monarch, will also be built at Atlanta and Mahwah. Atlanta currently assembles standard Fords, and the Fairmont and Zephyr are built at Mahwah.

Ford's Chicago (Thunderbird), Wixom (Lincoln, Mark VI) and Wayne (Granada, Versailles, Monarch) plants are down this week.

Truck output up 30 pct. for week; 47,460 assembled

U. S. truck production last week of 47,460 was an increase of 30.89 percent over the 36,260 of the previous week, but off 44.10 percent from the 84,898 assembled in the same 1979 week.

Year-to-date truck production of 421,250 is a decline of 51.79 percent from the 873,711 built by this date in 1979.

Chevrolet has 35.91 percent of year-to-date production. Ford follows closely with a 35.13 percent share. GMC has 8.99 percent of the year's total.

The breakdown for the other truck makers is: Dodge/Plymouth, 7.72 percent; Mack, 1.57 percent; White, 0.45 percent; Jeep, 6.15 percent; AM Corp., 0.81 percent; Volkswagen, 1.21 percent, and miscellaneous trucks, 2.06 percent.

VWoA is working one hour of overtime Monday through Thursday this week for the third week in a row.

GM's St. Louis, Chevrolet Flint and Janesville plants will be down this week.

Chrysler's Jefferson truck plant, which makes light Dodge trucks, is closed for the remainder of the model year beginning today (March 17). The plant will be retooled for production of the front-wheel-drive K-car and should reopen in early August.

Car production in Canada down 30 pct. for year

Canadian auto production last week of 18,431 fell 4.43 percent from the 19,285 of the previous week and was down 27.98 percent from the 25,591 of the comparable 1979 week.

Year-to-date car production of 174,834 is off 30.39 percent from the 251,155 built by this date in 1979.

General Motors has 66.11 percent of year-to-date production. Ford Motor Co. has a 24.54 percent share. Chrysler Corp. has 7.98 percent of the year's total, and Volvo, 1.37 percent.

Truck production in Canada last week of 14,010 rose 15.34 percent over the 12,147 of the previous week. Last week's total, though, was 20.52 percent below the 17,628 produced in the same week of 1979.

Year-to-date truck production of 116,008 is a decline of 33.10 percent from the 173,422 assembled in the comparable 1979 period.

GM's Oshawa car assembly plant (Monte Carlo, Malibu, Pontiac, LeMans) was down last week. All GM car and truck plants will work regular schedules this week.

Ford's St. Thomas point (Fairmont, Zephyr, Pinto, Bobcat) is working eight hours of overtime this week and next. Last week, St. Thomas worked five hours overtime.

All Chrysler and AMC points are working regular schedules this week.

U. S. CAR PRODUCTION

	Week Ended March 15, 1980	Same Week 1979	Week Ended March 8, 1980	March to Date	Jan. 1, to March 17, 1979	Jan. 1, to March 15, 1980
AMERICAN MOTORS	4,525*	3,050*	4,760*	9,285*	21,784*	45,811*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	16,200	20,055	10,481	26,681	199,752	132,857
Plymouth Total	7,310	8,572	5,930	13,240	76,234	61,639
Horizon	3,280	3,364	3,364	6,644	39,003	34,246
Volare	3,240	4,981	2,546	5,786	35,784	21,234
'80 Gran Fury	670			670		5,262
Caravelle	120	227	20	140	1,447	897
Chrysler Total	2,430	3,294	282	2,712	44,905	16,572
Chrysler	400			400	22,551	3,662
LeBaron	2.030	3,294	282	2,312	22,354	12,910
Dodge Total	6,460	8,189	4,269	10,729	78,613	54,646
Omni	2,840	3,209	2,756	5,596	32,699	30,601
St. Regis	530			530	8,638	3,543
Diplomat	930	1,627	62	992	12,284	5,374
Aspen	2,160	3,353	1,451	3,611	24,992	15,128
FORD MOTOR	38,508	55,452	38,366	76,874	543,655	275,168
Ford Division	26,721	35,386	25,373	52,094	342,776	194,597
Pinto	3,299	4,439		3,299	39,264	11,691
Mustang II/Mustang	7,189	8,532	7,133	14,322	87,126	51,249
Fairmont	7,052	4.707	6,588	13,640	34,571	52,358
Granada	3,177	4,268	3,421	6,598	34,430	19,158
LTD II		923			10,770	
Thunderbird	2,364	7,960	6,231	8,595	75,019	37,507
Ford	3,640	4,557	2,000	5,640	61,596	22,634
L-M Division	11,787	20,066	12,993	24,780	200,879	80,571
Mercury Total	11,546	15,278	10,514	22,060	151,677	70,709
Bobcat	751	944		751	10,380	2,795
Capri	2,213	2,572	2,372	4,585	23,896	16,392
Zephyr	2,404	1,559	2,148	4,552	12,065	16,724
Monarch	1,382	2,373	1,120	2,502	19,415	6,519
Cougar/XR7	2,226	4,612	2,289	4,515	48,578	13,834
Mercury	2,570	3,218	2,585	5,155	37,343	14,445
Lincoln Total	241	4,788	2,479	2,720	49,202	9,862
Lincoln		2,344	943	943	23,704	3,432
Versailles	241	624	259	500	6,065	1.203
Mark VI		1,820	1,277	1,277	79,433	5,227
GENERAL MOTORS	90,715	123,098	100,448	191,163	1,194,022	918,641
Buick Division	19,445	17,983	19,596	39,041	175,318	186,096
Skyhawk		595			5,520	
Skylark/'79-'80	4,638	1,499	5,129	9,767	6,945	50,448
Century	4,633	1,146	4,286	8,919	11,589	36,572
Regal	4,619	6,433	4,679	9,298	61,065	44,938
Buick	4,310	7,025	4,253	8,563	74,965	40,855
Riviera	1,245	1,285	1,249	2,494	15,234	13,283
Cadillac Division	7,168	9,968	6,976	14,144	100,511	66,949
Seville	1,055	1,262	1,058	2,113	13,708	12,009
Cadillac	4,568	6,887	4,370	8,938	66,489	39,852
Eldorado	1,545	1,819	1,548	3,093	20,314	15,088
Chevrolet Division	38,015	52,993	41,923	79,938	503.342	411.492
Chevette	9,500	7,539	9,424	18,924	67,972	99,690
Monza	3,481	3,094	3,482	6,963	37,157	32,756
Camaro	3,270	6,279	2,865	6,135	68,267	29,377
Nova/Citation	10,184	5,147	9,632	19,816	21,409	101,550
Malibu	6,563	9,149	6,373	12,936	92,884	57,388
Monte Carlo	2,697	7,394	2,813	5,510	73,907	30,776
Chevrolet	1,320	13,394	6,175	7,495	131,122	49,359
Corvette	1,000	997	1,159	2,159	10,624	10,596
Oldsmobile Division	16,497	24,020	16,755	33,252	239,785	174,238
Starfire		518			4,529	
Omega/'79-'80	2,322	736	2,425	4,747	3,568	26,134
Cutlass	6,670	11,793	6,746	13,416	111,566	72,076
Oldsmobile	6,370	9,582	6,447	12,817	104,647	64,418
Toronado	1,135	1,391	1,137	2,272	15,475	11,610
Pontiac Division	9,590	18,134	15,198	24,788	175,066	139,866
Acadian†	400	449	600	1,000	4,571	3,920
Sunbird	3,131	2.347	3,068	6.199	21,911	33,719
Phoenix/'79-'80	2,819	1,702	2,820	5,639	4,327	28,649
Firebird	2,490	4,864	2,186	4,676	50.986	21,911
LeMans	430	2,301	1,649	2,079	24,030	13,245
Grand Prix		2,109	2.099	2,099	23.424	16,567
Pontiac	320	4,362	2,776	3,096	45,817	21,855
VOLKSWAGEN	4,809	3,765	4,699	9,508	29,520	36,652
CHECKER	100*	93	86	186	1,034	681
Total Cars, U. S.	154,857	208,239	158,840	313,697	2,018,731	1,469,810

CANADIAN CAR PRODUCTION

	Week Ended March 15, 1980	Same Week 1979	Week Ended March 8, 1980	March to Date	Jan. 1, to March 17, 1979	Jan 1, to March 15, 1980
CHRYSLER CORP.	3,200	4,411	1	3,201	38,746	13,958
FORD MOTOR	7,146	7,848	7,086	14,232	74,057	42,899
GENERAL MOTORS	7,872	13,152	11,973	19,845	136,408	115,582
VOLVO	213	180	225	438	1,944	2,395
Total Cars, Canada	18,431	25,591	19,285	37,716	251,155	174,834
N. American Cars	173,288	233,830	178,125	351,413	2,269,886	1,644,644
N. American Trucks	61,470	99,800	48,407	109,877	1,018,169	537,258
North American Cars and Trucks	234,758	333,630	226,532	461,290	3,288,055	2,181,902

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 15, 1980	Same Week 1979	Week March 8, 1980	March to Date	Jan. 1, to March 17, 1979	Jan. 1, to March 15, 1980
CHEVROLET	16,560	25,445	8,948	25,508	272,833	151,267
DODGE/PLYMOUTH	4,500	12,156	4,589	9,089	128,292	32,528
FORD	17,524	29,720	14,183	31,707	302,960	148,004
GMC	3,609	7,485	3,090	6,699	77,664	37,862
INTERNATIONAL		3,414			32,208	
MACK	625	883	663	1,288	8,317	6,599
WHITE	125	245	167	292	3,467	1,894
JEEP	2,850*	4,200*	2,620*	5,470*	33,345*	25,918*
AM CORP.	180*	475*	430*	610*	4,775*	3,402*
VOLKSWAGEN	687		670	1,357		5,116
MISCELLANEOUS	800*	875	900	1,700	9,850	8,660
Total Trucks, U. S.	47,460	84,898	36,260	83,720	873,711	421,250

CANADIAN TRUCK PRODUCTION

	Week Ended March 15, 1980	Same Week 1979	Week Ended March 8, 1980	March to Date	Jan. 1, to March 17, 1979	Jan. 1. to March 15, 1980
CHRYSLER CORP.	1,600	2,213		1,600	22,631	4,697
FORD MOTOR	4,826	6,437	4,673	9,499	60,375	40,970
GENERAL MOTORS	6,094	6,900	6,167	12,261	69,182	59,752
AMERICAN MOTORS	900	1,460	862	1,762	14,846	6,704
INTERNATIONAL	465	454	314	779	4,654	2,594
MACK	60	84	66	126	826	636
WHITE	65	80	65	130	908	655
Total Trucks, Canada	14,010	17,628	12,147	26,157	173,422	116,008
N. American Trucks	61,470	99,800	48,407	109,877	1,018,169	537,258

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

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Automotive News®

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Carter opposes attempts to restrict Japanese trade

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Carter Administration last week rejected as illegal, ineffective and counterproductive any attempts at restricting Japanese auto imports into the U. S.

At hearings before the House Trade subcommittee, U. S. Trade Representative Reuben Askew said such restrictions, voluntary or enforced, would go counter to the recently passed Multinational Trade Agreements, enhance the possibility of new trade wars and not really provide any benefit to the U. S. or the domestic auto industry.

"There is a serious question as to whether restrictions on imports of fuel-efficient cars would result in any significant increase in the production and sale of less fuel-efficient American cars," Askew said.

More importantly, import restrictions would cause higher average prices for automobiles and increased fuel consumption at a time when reducing inflation and promoting energy conservation are paramount national objectives, he said.

"The Administration opposes legislation to restrict imports of automobiles and discourages voluntary restraints on exports of automobiles to the United States by other countries," Askew said.

The Administration believes the proper course is to encourage the Japanese to build production facilities in the U. S. and provide better access to the Japanese market for American autos and auto parts, the trade representative said.

Japanese auto makers sold nearly 2 million cars and trucks in the U. S. last year while the American makers sold but 19,000 cars and trucks in Japan. The U. S. auto parts makers sold the Japanese $80 million in parts, a miniscule amount in the face of the nearly $9 billion in auto trade the U. S. had with Japan.

Those statistics, the severe sales slump of U. S.-built autos and the more than 180,000 United Auto Workers out of work have fostered protectionist sentiments in the Congress this year.

Trade Subcommittee Chairman Charles Vanik, Ohio Democrat, asked the Japanese makers earlier this month to voluntarily decrease their exports to the U. S. by 100,000 this year and another 100,000 next year to ease the pressure on the U. S. auto industry as it goes through the costly process of retooling to build small, fuel-efficient cars.

Such an initiative would head off a crisis that will "probably require the next administration to invoke Section 122 temporary quota or tariff authority against all Japanese products or invite protective legislation from the Congress," Vanik said.

But the Administration, the Automobile Importers of America and a panel of auto industry specialists said such a course would be counter - productive. The present situation is but a temporary one, they said, caused by the domestic auto industry's failure to anticipate rapidly rising gasoline prices.

They said the Japanese are having so much success only because they happened to have the right vehicles at the right time.

Administration and Wall Street analysts predict import penetration will peak this year at 26 percent and slide to more traditional levels of 15 to 20 percent by the mid-1980s when full production of U. S.-made small cars is reached.

Indeed, they see a much

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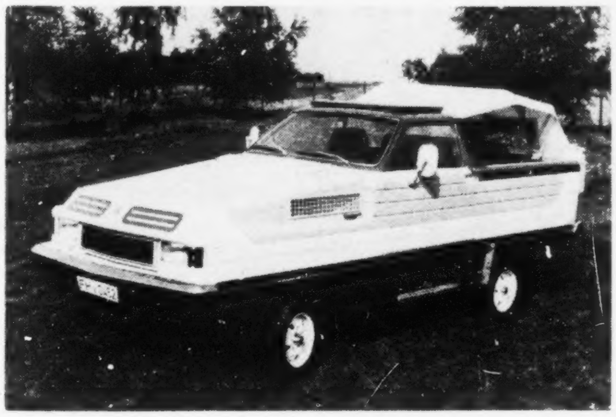
Amphibious auto



For highways and waterways

Conte is a new amphibious passenger car produced by Herzog Co., Hofheim, Germany. Powered by a German Ford V-6 2.3 or 2.8-liter engine, Conte is 212.6 inches in length, seats five, offers exchangeable hard and soft tops and sells for about $40,000.

breaking news

Orion and Aries replace Aspen and Volare in '81

DETROIT.—Plymouth's version of the new Chrysler K-car will be called Orion, sources indicate. The name was used previously on a fictional car in Arthur Hailey's book, Wheels. The Dodge K-car will be called Aries. The new front-drive compacts for '81 replace Aspen and Volare.

Import restriction urged in U K

LONDON.—A British union leader has submitted a resolution to the Labor Party's National Executive calling for controls on car imports and for 40 percent local content. Import sales in the UK accounted for better than 57 percent of the February market, a gain of 5 percent over the previous year.

Honda to send team to BL

TOKYO.—Honda plans to send a team of about 35 engineers and managers to England later this year to help launch the Bounty, the new car BL is scheduled to start building in mid-1981. Honda has indicated that its agreement with BL insures continuation of Bounty production even if BL's problems should put that company's future in doubt. Bounty production is scheduled for 80,000 a year.

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NEWSPAPER

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3 engines involved, K-car included

Chrysler granted '81 waiver on CO

WASHINGTON. — EPA is changing its mind and will grant some relief from the carbon monoxide standard for certain Chrysler Corp. engines because of the company's unstable financial condition and because without a waiver, some Chrysler K-cars and other vehicles may have such severe driveability problems as to be unacceptable to consumers.

EPA is granting a waiver from the 3.4 grams per mile CO standard for 1981 models only for Chrysler's 2.2-liter, 2.4-liter and 5.2-liter 2V engine families.

The 2.2-liter four, to be built at Trenton, will be standard in the K-car and an option for Omni and Horizon. The 2.6-liter four, a Mitsubishi engine, will be a K-car option. The 5.2-liter (318-CID) engine will be the last Chrysler V-8 and an option for standard - size cars, light trucks and vans.

But EPA will not give Chrysler a waiver for 1982 models since by that time, Chrysler may be in better financial condition and should be able to deal with the driveability problem.

EPA made it clear that technology exists, but Chrysler either does not have it or cannot buy it and apply it without genuine risks to itself, to the federal government which has promised loan guarantees and to the public which now has a taxpayers' stake in the company and which buys the product.

Therefore, for one year only for these engines, Chrysler has permission to meet the 7.0 gpm standard.

But at the same time, EPA Administrator Douglas Costle denied Chrysler's request for reconsideration for its 5.2-liter EFM engines for both '81 and '82 models. EPA said there is much less risk for Chrysler in cost, driveability or fuel-economy problems in meeting the statutory requirement of 3.4 gpm CO. Besides, data in the record shows that Chrysler products using this engine will be driveable by Chrysler's standards.

Still pending at EPA is an application by Ford Motor Co.—its first—for a waiver from the CO statutory level for the 1.3-liter engine for the Ford Escort and the 1.6-liter for the Mercury Lynx.

Also pending are several reconsiderations of waivers not granted earlier: General Motors for the 4.9-liter (301-CID) turbocharged engine made by Pontiac and planned for Pontiacs and Chevys, Peugeot for the V-6 for the 604 (ZN) and Renault for the 85-CID for Le Car.

- Last September, EPA granted Chrysler CO waivers for the 1.7-liter engine (the Volkswagen stub grown bigger), the 3.7-liter used in compact and intermediate models, and the 5.2-liter 4V engine.

But last September, the situation was not as clear as now with Chrysler's 1979 loss of more than $1 billion.

While denying some CO waivers might not put Chrysler out of business, "it could still pose an especially significant impact on Chrysler's continued viability," EPA said. It could significantly impact the company's cash flow position and might impede its effort to get outside financing. Moreover, it might also affect the general public if Chrysler could not sell its products.

The federal government and, ultimately, the taxpayer could be liable for up to $1.5 billion in loan guarantees and at least

Continued on Page 46, Col. 4

Seats-in tests allowed for side-door strength

WASHINGTON.—An optional safety standard for side - door strength that would allow a maker to leave the seats in the vehicle while it is being tested has been adopted by NHTSA.

Acting at the request of Volvo, the safety agency said the new approach opened the way for innovative new design in side-impact protection while offering the possibility of improved fuel economy through weight reduction.

The Volvo design does away with the heavy door beams now used to meet the door-strength standard, while at the same time offering enhanced protection. Testing done by the firm indicates that the system could provide protection in peak crush forces of up to 16,000 pounds.

NHTSA had proposed that all makers choosing to leave the seats in the vehicle when testing for side door strength meet a peak crash standard of 16,000 pounds, but after having heard from them has chosen to reduce that requirement to 12,000 pounds.

Similarly, it reduced its proposed intermediate crush resistance level from 7,000 pounds to 4,375.

Currently, vehicle side doors must not deform more than 18 inches inward when the door is subjected to a force of 7,000 pounds or two times the curb weight of the vehicle, whichever is less.

NHTSA says leaving the seats in the vehicle will add from 4,000 to 5,000 extra pounds of crush resistance.

The safety agency says makers choosing to leave the seats in the vehicle to meet the optional standard must meet the standard no matter the position of the seats.

It was effective as of March 17.

Mack Mid-Liners rolling in France

Mack Mid-Liner mid-range diesel trucks, destined for North American markets, near the end of the assembly line in the Northern France plant of Renault Vehicules Industriels. Current production schedules call for 100 units a month. Mack has projected the sale of 12,000 a year by 1983.

truck industry news

Count down in 2 of 3 market segments

January registrations dip 17.6 pct. below '79

With registrations of new trucks down significantly in two of the three market segments, the total for January declined 17.6 percent below the alltime high for the month set a year ago.

According to R. L. Polk & Co., 232,409 new vehicles of all types were registered during the month, compared with 281,967 in the same month a year ago. Heavy trucks were the only gainers, and their total set a record for the month.

In January, there were increases in only three of the eight groups, one in each of the three market segments.

Heavy-truck (Groups 7 and 8) tallies were up 16.5 percent to 17,180 units, compared with 14,742 a year ago. The Group 7 count was up 92.6 percent to an alltime high of 6,750 units, versus 3,505 in 1979. Group 8 registrations were off 7.2 percent, from 11,237 last year to 10,430.

Light trucks dropped 17.6 percent below the record levels of January, 1979, with only Group 1 showing an increase. This group includes most of the Japanese-built vehicles which have been retailing in record numbers since last spring.

January light-truck registrations totaled 209,915 units, compared with 254,817 a year ago.

Group 1 tallies were up 1.4 percent, from 93,906 a year ago to 95,208. Group 2 dropped from 157,961 to 113,914, a decline of 27.9 percent, and the Group 3 count plunged 73.1 percent to only 793 units, compared with 2,950 last year.

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The decline in Groups 2 and 3 registrations reflects the con-

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HD registrations in January hit record 17,180 units

Heavy-truck registrations in the first month of 1980 soared to an alltime high and reversed the downturn that started in November.

The total for the month was 17,180 Groups 7 and 8 units, according to R. L. Polk & Co., and was an increase of 16.5 percent over the previous year's 14,742, the former January high.

GMC and Chevrolet scored spectacular gains in penetration for the month, while No. 1 International's share dropped sharply. International operations have been shut down since Nov. 1 by a UAW strike, the longest in the union's history.

During the month, 2,615 GMC

Continued on Page 45, Col. 1

U. S. TRUCK REGISTRATIONS

JANUARY, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	January, 1980	Percent Share of '80 market	January, 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	75,002	32.27	95,695	33.94	− 1.67
Chevrolet	73,085	31.45	89,561	31.76	− 0.31
Dodge	18,719	8.05	28,976	10.28	− 2.23
GMC	18,290	7.87	21,823	7.74	+ 0.13
Jeep	8,847	3.81	13,892	4.93	− 1.12
International	6,863	2.95	8,491	3.01	− 0.06
Plymouth*	2,249	0.97	1,276	0.45	+ 0.52
Mack	1,870	0.80	1,786	0.63	+ 0.17
Kenworth	1,115	0.48	1,120	0.40	+ 0.08
Freightliner	974	0.42	851	0.30	+ 0.12
Peterbilt	708	0.30	720	0.26	+ 0.04
White	484	0.21	832	0.29	− 0.08
Autocar	150	0.06	129	0.05	+ 0.01
Volvo	81	0.04	55	0.02	+ 0.02
Western Star	65	0.03	59	0.02	+ 0.01
Diamond Reo	3	......	......	......	......
Miscellaneous**	23,904	10.29	16,701	5.92	+ 4.37
TOTALS	232,409	100.00	281,967	100.00	......

*—Plymouth trucks are four-wheel-drive Trail Duster utility vehicles.

**—Miscellaneous includes imports, Oshkosh, Hendrickson, Crane Carrier, etc.

★—No registrations for Oklahoma 1980 and 1979; Hawaii, January, 1980; Iowa, Maine, New Hampshire, January, 7979.

U. S. HEAVY DUTY REGISTRATIONS

JANUARY, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	January, 1980	Percent Share of '80 market	January, 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
International	3,707	21.58	4,324	29.33	− 7.75
Ford	3,426	19.94	3,107	21.08	− 1.14
GMC	2,615	15.22	1,091	7.40	+ 7.82
Mack	1,870	10.89	1,786	12.12	− 1.23
Chevrolet	1,744	10.15	494	3.35	+ 6.80
Kenworth	1,115	6.49	1,120	7.60	− 1.11
Freightliner	974	5.67	851	5.77	− 0.10
Peterbilt	708	4.12	720	4.88	− 0.76
White	484	2.82	832	5.64	− 2.82
Autocar	150	0.88	129	0.88	......
Volvo	81	0.47	55	0.37	+ 0.10
Western Star	65	0.38	59	0.40	− 0.02
Diamond Reo	3	......	......	......	......
Miscellaneous	238	1.39	174	1.18	+ 0.21
TOTALS	17,180	100.00	14,742	100.00	......

★—Groups 7 and 8 trucks only; no registrations for Oklahoma 1980 and 1979; Hawaii, January 1980; Iowa, Maine, New Hampshire, January, 1979.

Truck count down in 2 of 3 market segments

January registrations dip 17.6 pct. below '79

Continued from Page 8

tinued softness in sales of these vehicles to recreation - vehicle manufacturers and people who have been buying trucks mainly for personal transportation and recreational purposes.

Medium trucks suffered the biggest loss from a percentage viewpoint. Registrations skidded 57.2 percent in January below the count for 1979, from 12,408 units to 5,314.

Only four Group 4 trucks were registered during the month, as against 1,241 units a year ago. Group 5 was up 16.2 percent, from 184 units in the first month of 1979 to 215.

Registrations of trucks in Group 6, which in the first half of the 1970s was the third strongest group, declined 53.6 percent in January, from 10,983 a year ago to 5,095.

Because of the significant upturn in sales of the more fuel-efficient but heavier diesel engines, many of the trucks which previously had been classified as Group 6 vehicles are now moving into Group 7. Group 7 registrations have been growing steadily over the last two or three years.

• The biggest increase in penetration in January was scored by the miscellaneous group, which includes the non-captive imports. The total for the month was 23,904, compared with 16,701 in 1979.

This year the miscellaneous group accounted for 10.29 percent of the industry total, an increase of 4.37 percentage points over the year-ago 5.92 percent.

Ford again started the year in the No. 1 spot with almost a 2,000-unit lead over Chevrolet, 75,002 versus 73,085. Both, however, suffered losses in penetration. Ford's share was down 1.67 points from a year ago, while Chevrolet's was off 0.31 points.

The biggest loser in market share in January was Dodge, which now produces only light trucks. The Dodge penetration was down 2.23 points, from 10.28 percent a year ago on 28,976 registrations to 8.05 percent this year on 18,719.

Most independent heavy-truck builders managed fractional gains in penetration during the month as a result of the softness in the light-truck segment.

[redacted]

HD registrations in January hit record 17,180 units

Continued from Page 8

heavies were registered, compared with 1,091 in the same month in 1979. GMC's share of the industry total soared from 7.40 percent a year ago to 15.22 percent, an increase of 7.82 percentage points.

Chevrolet's penetration was up 6.80 points for the month. Its 1,744 tallies accounted for 10.15 percent of the total, compared with only 3.35 percent last year on 494 registrations.

GMC moved from fourth place in the standings to No. 3 ahead of Mack. Chevrolet leaped from ninth place at the end of 1979 to the No. 5 spot.

A dramatic increase in Group 7 registrations was responsible for January's record count. During the month, a record 6,750 of these units were tallied, a gain of 92.6 percent over last year's 3,505.

• GMC and Chevrolet were the big gainers in Group 7 registrations. The former had 1,217 during the month, compared with only 117 a year ago, and the latter had 1,392, up from the year-earlier 190.

First - month registrations of Group 8 trucks dropped 7.2 percent below last year's high for January. This year's count was 10,430, compared with 11,237 a year ago.

International's share of the January total was down 7.75 points from the same month in 1979, although it continued in the No. 1 spot over Ford by less than 300 units.

During the month, 3,707 International heavies were registered, compared with 4,324 in January, 1979. Its penetration plunged from 29.33 percent of the total a year ago to 21.58 percent.

For the first time since the truck was introduced in the U.S. in the mid-1970s, Volvo registrations are being reported by Polk. Previously, the figures for Volvo —which now is marketed in North America by Freightliner Corp. — were included in the miscellaneous total.

Diamond Reo also is back in the standings. Production of the truck was resumed about a year ago by Osterlund, Inc., Harrisburg, Pa. Loyal Osterlund, the firm's president, was a Diamond Reo dealer at the time Diamond Reo Trucks, Inc., went bankrupt in 1975.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

JANUARY, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan., '80**	....	....	....	....	....	....	....	**150**	**150**
	Jan., '79	....	....	....	....	....	....	....	129	129
	Year to Date '80	....	....	....	....	....	....	....	**150**	**150**
	Year to Date '79	....	....	....	....	....	....	....	129	129
VOLVO	**Jan., '80**	....	....	....	....	....	....	**63**	**18**	**81**
	Jan., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	**63**	**18**	**81**
	Year to Date '79	....	....	....	....	....	....	....	....	....
CHEVROLET	**Jan., '80**	**31,967**	**37,326**	**477**	....	**165**	**1,406**	**1,392**	**352**	**73,085**
	Jan., '79	35,924	50,524	112	....	120	2,387	190	304	89,561
	Year to Date '80	**31,967**	**37,326**	**477**	....	**165**	**1,406**	**1,392**	**352**	**73,085**
	Year to Date '79	35,924	50,524	112	....	120	2,387	190	304	89,561
(Memo Units)≠	**Jan., '80**	**15,725**	**11,551**	....	....	....	....	....	....	**27,276**
	Jan., '79	14,545	14,644	....	....	....	....	....	....	29,189
	Year to Date '80	**15,725**	**11,551**	....	....	....	....	....	....	**27,276**
	Year to Date '79	14,545	14,644	....	....	....	....	....	....	29,189
DIAMOND REO	**Jan., '80**	....	....	....	....	....	....	....	**3**	**3**
	Jan., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**3**	**3**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**Jan., '80**	**7,022**	**11,455**	**240**	**2**	....	....	....	....	**18,719**
	Jan., '79	6,045	18,939	2,751	1,241	....	....	....	....	28,976
	Year to Date '80	**7,022**	**11,455**	**240**	**2**	....	....	....	....	**18,719**
	Year to Date '79	6,045	18,939	2,751	1,241	....	....	....	....	28,976
(Memo Units)≠	**Jan., '80**	**4,630**	**7,138**	**102**	....	....	....	....	....	**11,870**
	Jan., '79	3,424	9,557	2,005	....	....	....	....	....	14,986
	Year to Date '80	**4,630**	**7,138**	**102**	....	....	....	....	....	**11,870**
	Year to Date '79	3,424	9,557	2,005	....	....	....	....	....	14,986
FORD	**Jan., '80**	**21,965**	**48,128**	**73**	....	....	**1,410**	**2,185**	**1,241**	**75,002**
	Jan., '79	22,759	64,840	27	....	....	4,962	1,236	1,871	95,695
	Year to Date '80	**21,965**	**48,128**	**73**	....	....	**1,410**	**2,185**	**1,241**	**75,002**
	Year to Date '79	22,759	64,840	27	....	....	4,962	1,236	1,871	95,695
(Memo Units)≠	**Jan., '80**	**9,345**	**15,361**	....	....	....	....	....	....	**24,706**
	Jan., '79	9,518	19,057	....	....	....	....	....	....	28,575
	Year to Date '80	**9,345**	**15,361**	....	....	....	....	....	....	**24,706**
	Year to Date '79	9,518	19,057	....	....	....	....	....	....	28,575
FREIGHTLINER	**Jan., '80**	....	....	....	....	....	....	....	**974**	**974**
	Jan., '79	....	....	....	....	....	....	....	851	851
	Year to Date '80	....	....	....	....	....	....	....	**974**	**974**
	Year to Date '79	....	....	....	....	....	....	....	851	851
FWD	**Jan., '80**	....	....	....	....	....	....	....	....	....
	Jan., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**Jan., '80**	**4,535**	**10,515**	....	....	**46**	**579**	**1,217**	**1,398**	**18,290**
	Jan., '79	5,151	13,818	46	....	63	1,654	117	974	21,823
	Year to Date '80	**4,535**	**10,515**	....	....	**46**	**579**	**1,217**	**1,398**	**18,290**
	Year to Date '79	5,151	13,818	46	....	63	1,654	117	974	21,823
(Memo Units)≠	**Jan., '80**	**984**	**2,701**	....	....	....	....	....	....	**3,685**
	Jan., '79	990	4,036	....	....	....	....	....	....	5,026
	Year to Date '80	**984**	**2,701**	....	....	....	....	....	....	**3,685**
	Year to Date '79	990	4,036	....	....	....	....	....	....	5,026
INTERNATIONAL	**Jan., '80**	....	**1,788**	....	....	....	**1,368**	**1,768**	**1,939**	**6,863**
	Jan., '79	....	2,319	....	....	....	1,848	1,901	2,423	8,491
	Year to Date '80	....	**1,788**	....	....	....	**1,368**	**1,768**	**1,939**	**6,863**
	Year to Date '79	....	2,319	....	....	....	1,848	1,901	2,423	8,491
(Memo Units)≠	**Jan., '80**	....	....	....	....	....	....	....	....	....
	Jan., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**Jan., '80**	**4,874**	**3,973**	....	....	....	....	....	....	**8,847**
	Jan., '79	6,958	6,907	....	....	....	....	....	....	13,892
	Year to Date '80	**4,874**	**3,973**	....	....	....	....	....	....	**8,847**
	Year to Date '79	6,985	6,907	....	....	....	....	....	....	13,892
(Memo Units)≠	**Jan., '80**	**4,874**	**2,953**	....	....	....	....	....	....	**7,827**
	Jan., '79	6,985	2,981	....	....	....	....	....	....	9,966
	Year to Date '80	**4,874**	**2,953**	....	....	....	....	....	....	**7,827**
	Year to Date '79	6,985	2,981	....	....	....	....	....	....	9,966
KENWORTH	**Jan., '80**	....	....	....	....	....	....	....	**1,115**	**1,115**
	Jan., '79	....	....	....	....	....	....	....	1,120	1,120
	Year to Date '80	....	....	....	....	....	....	....	**1,115**	**1,115**
	Year to Date '79	....	....	....	....	....	....	....	1,120	1,120
MACK	**Jan., '80**	....	....	....	....	....	....	....	**1,870**	**1,870**
	Jan., '79	....	....	....	....	....	....	....	1,786	1,786
	Year to Date '80	....	....	....	....	....	....	....	**1,870**	**1,870**
	Year to Date '79	....	....	....	....	....	....	....	1,786	1,786
PETERBILT	**Jan., '80**	....	....	....	....	....	....	....	**708**	**708**
	Jan., '79	....	....	....	....	....	....	....	720	720
	Year to Date '80	....	....	....	....	....	....	....	**708**	**708**
	Year to Date '79	....	....	....	....	....	....	....	720	720
PLYMOUTH	**Jan., '80**	**1,521**	**728**	....	....	....	....	....	....	**2,249**
	Jan., '79	662	614	....	....	....	....	....	....	1,276
	Year to Date '80	**1,521**	**728**	....	....	....	....	....	....	**2,249**
	Year to Date '79	662	614	....	....	....	....	....	....	1,276
WESTERN STAR	**Jan., '80**	....	....	....	....	....	....	....	**65**	**65**
	Jan., '79	....	....	....	....	....	....	....	59	59
	Year to Date '80	....	....	....	....	....	....	....	**65**	**65**
	Year to Date '79	....	....	....	....	....	....	....	59	59
WHITE	**Jan., '80**	....	....	....	....	....	....	....	**484**	**484**
	Jan., '79	....	....	....	....	....	....	....	832	832
	Year to Date '80	....	....	....	....	....	....	....	**484**	**484**
	Year to Date '79	....	....	....	....	....	....	....	832	832
MISCELLANEOUS*	**Jan., '80**	**23,324**	**1**	**3**	**2**	**4**	**332**	**125**	**113**	**23,904**
	Jan., '79	16,380	....	14	....	1	132	61	168	16,756
	Year to Date '80	**23,324**	**1**	**3**	**2**	**4**	**332**	**125**	**113**	**23,904**
	Year to Date '79	16,380	....	14	....	1	132	61	168	16,756
TOTALS	**Jan., '80**	**95,208**	**113,914**	**793**	**4**	**215**	**5,095**	**6,750**	**10,430**	**232,409**
	Jan., '79	93,906	157,961	2,950	1,241	184	10,983	3,505	11,237	281,967
	Year to Date '80	**95,208**	**113,914**	**793**	**4**	**215**	**5,095**	**6,750**	**10,430**	**232,409**
	Year to Date '79	93,906	157,961	2,950	1,241	184	10,983	3,505	11,237	281,967

★—No registrations for Oklahoma, 1980 and 1979; Hawaii, January, 1980; Iowa, Maine and New Hampshire, January, 1979.

≠—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Henrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

GM investment is a big factor

Spain heading for 3rd in Europe

Continued from Page 10

which was allowed to run down under Chrysler.

The group has other plants in Spain, at Orense and Vigo. But it seems that the truck side will be given greater priority. Apart from the Dodge operations in Spain and the UK, the PSA's representation in the heavy commercial vehicle field is weak.

- Ostensibly, it was the truck side which attracted Nissan to purchase Massey-Ferguson's 36-percent stake in Motor Iberica. A price of $40 million was put on the deal.

But while Motor Iberica manufactures small commercials under the Ebro badge, skeptics have not dismissed the idea of assembly of Datsun cars in the long term.

Again, entry to the Common Market would give the Japanese maker a bridgehead into the largest car market in the world.

A few days afterward, International Harvester purchased a 35-percent slice of Enasa, the Pegaso commercial vehicle maker. No price was put on the transaction.

Enasa is controlled by the Spanish state holding company, INI (67 percent) and other banks. Under the IH agreement, a new factory for the construction of medium and heavy diesel trucks is to be built near Madrid.

The Spanish company has a capacity of 15,000 a year, but has been in financial trouble for some time, and a merger of some sorts has long been in the cards.

IH already has two other large investments in the European industry. It holds one-third of Dutch truck and bus maker Daf, and controls Seddon-Atkinson in the UK.

- Regie Renault, on the other hand, appears to have plumped for Portugal for its main expansion in the Iberian peninsula.

Last month it signed an agreement with the Government which will increase car production to 80,000 units a year, and give them an output of engines—mainly for export—of 220,000 a year.

The French car maker has a 70-percent involvement in the $630 million project, which will be fully operational by 1987. Then, assembly of 4, 5 and 12 models will have increased eight-fold at a plant near Setabul.

But as domestic car registrations are tiny, the main European interest centers on the engine, gearbox and axle factory planned for a location near Oporto.

PRODUCTION OVERSEAS

JAPAN
Cars

	12 mos., 1979	12 mos., 1978
Daihatsu	133,556	123,233
Fuji	153,841	140,229
Honda	706,375	652,920
Isuzu	86,397	102,883
Mitsubishi	528,555	628,886
Nissan	1,738,946	1,733,132
Suzuki	69,798	62,459
Toyo Kogyo	647,001	493,111
Toyota	2,111,302	2,039,115
Total	6,175,771	5,975,968

Trucks and buses

	12 mos., 1979	12 mos., 1978
Daihatsu	232,171	204,517
Fuji	180,449	165,220
Hino	76,508	62,408
Honda	95,494	89,762
Isuzu	338,391	305,303
Mitsubishi	409,962	343,932
Nissan	598,875	659,466
Nissan Diesel	42,433	29,800
Suzuki	275,137	185,270
Toyo Kogyo	324,420	357,044
Toyota	884,923	890,042
Others	394	421
Total	3,459,775	3,293,185
Total vehicles	9,635,546	9,269,153

FRANCE
Cars

	12 mos., 1979	12 mos., 1978
Alpine	1,381	1,216
Citroen	679,327	678,949
Peugeot	755,593	742,303
Renault	1,403,949	1,240,941
Talbot Matra	16,638	17,277
Talbot Simca	364,799	430,694
Total	3,221,375	3,111,380

Trucks and buses

	12 mos., 1979	12 mos., 1978
Berliet	16,718	18,215
Citroen	48,251	55,497
Peugeot	109,872	119,500
Renault	141,046	131,143
Saviem	28,926	30,733
Talbot Matra	529	——
Talbot Simca	27,369	24,576
Unic-Fiat	22,299	16,653
Others	418	188
Total	395,428	396,505
Total vehicles	3,616,803	3,507,885

SPAIN
Cars

	12 mos., 1979	12 mos., 1978
Citroen	160,730	151,992
FASA	275,322	248,668
Ford	232,432	267,970
Seat	298,859	288,103
Talbot	72,891	98,934
Total	1,040,234	1,055,667

Trucks and buses

CAF	4,499	5,135
Dodge	4,523	5,227
Ebro	27,278	29,553
Mevosa	14,182	14,490
·Pegaso	7,428	9,068
Santana	17,150	15,750
Sava	7,624	8,941
Total	82,684	88,164
Total vehicles	1,122,918	1,143,831

ARGENTINA
Cars

	12 mos., 1979	12 mos., 1978
Citroen	8,749	7,243
Chrysler Fevre	27,326	17,571
Fiat Concord	34,467	21,399
Ford Motor	54,895	34,951
General Motors	——	2,269
Renault	40,960	28,308
Safrar Peugeot	25,454	21,675
Total	191,851	133,416

Trucks and buses

	12 mos., 1979	12 mos., 1978
Citroen	1,413	983
Chrysler Fevre	38,359	25,406
Fiat Concord	3,892	4,205
Ford Motor	31,425	15,336
General Motors	——	3,607
Mercedes-Benz	8,752	7,825
Renault	261	578
Saab-Scania	623	436
Safrar Peugeot	906	880
Deutz	147	89
IME	8,898	8,212
Total	61,031	45,744
Total vehicles	252,882	179,160

UNITED KINGDOM
Cars

	12 mos., 1979	12 mos., 1978
BL	503,776	611,624
Austin-Morris	355,264	424,632
Jaguar-Rover-Triumph	148,512	186,992
Ford	398,684	324,428
Lotus	1,040	1,196
Reliant	884	832
Rolls-Royce/Bentley	3,328	3,328
Talbot	102,960	196,456
TVR	312	312
Vauxhall	58,760	84,032
Others	676	728
Total	1,070,420	1,222,936

Trucks and buses

	12 mos., 1979	12 mos., 1978
Bedford	87,672	117,416
BL	124,644	131,456
Austin-Morris	54,288	56,836
Land-Rover	40,196	46,780
Leyland Vehicles	30,160	28,340
Dodge	17,576	17,628
Ford	167,232	106,496
Hestair Dennis	572	832
ERF	3,172	3,016
Foden	1,664	1,560
Seddon Atkinson	4,732	5,252
Others	780	832
Total	408,044	384,488
Total vehicles	1,478,464	1,607,424

1979 easily beats old record of 1.9 million in '77

2.3 million new imports registered

By Richard A. Wright
Assistant Managing Editor

Record December registrations put the cap on the biggest year in history for new imported-car registrations, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in 1979 totaled 2,339,004, shattering the previous high of 1,967,759 set in 1977 and topping 1978's 1,946,094 by a whopping 20.19 percent.

Import penetration of total U. S. registrations during 1979 was 22.63, up from 17.78 percent in 1978.

Import registrations in December totaled 196,410, up 24.02 percent from 158,373 a year earlier and topping the former record for the month of 169,883 set in 1977.

In December, imports took 23.63 percent of total U. S. new-car registrations.

• The December surge was spearheaded by the three leaders, Toyota, Datsun and Honda, all of which posted substantial increases in their share of import registrations, compared with a year earlier.

Toyota took 20.76 percent of December import registrations, up 3.41 percentage points from a year earlier. Datsun jumped 3.84 points to 20.29 percent, while Honda took 15.35 percent, up 2.77 points. Other gainers in December were Mazda, up 2.59 points to 7.93 percent, and Subaru, up 0.14 of a point to 4.74 percent.

For the entire year, Mazda was the biggest gainer in market share, taking 6.24 percent of total new-import registrations, an increase of 2.55 percentage points.

Toyota saw its share of import registrations drop 2.11 points during the year to 19.86 percent, while Datsun was up 1.47 points to 18.87 percent and Honda gained 1.15 points to 14.42 percent. Other gainers in 1979 were Subaru, up 0.12 of a point to 4.18 percent, and Colt, up 0.26 of a point to 2.58 percent.

The Top 10 imports accounted for 89.08 percent of December import registrations, compared with 83.58 percent a year earlier. For the full year, the Top 10 accounted for 86.43 percent, up from 84.34 percent in 1978.

• Japan took an ever larger share of the import pie, accounting for 74.21 percent of import registrations in December, compared with 62.99 percent a year earlier. For the full year, Japanese nameplates accounted for 69.85 percent of import registrations, up from 66.54 percent in 1978.

Registrations in December by country of origin, with year-earlier figures in parentheses, were: Japan, 145,748 (99,766); West Germany, 37,157 (42,218); Sweden, 5,448 (5,580); Italy, 3,680 (5,612); France, 2,376 (2,142), and United Kingdom, 2,001 (2,755).

Registrations by country of origin for the full year of 1979, with 1978 figures in parentheses, were: Japan, 1,633,770 (1,295,028); West Germany, 501,470, (451,112); Sweden, 68,900 (62,885); Italy, 63,507 (66,392); UK, 42,112 (47,803), and others, 1 (6).

Registrations of imported light trucks in December totaled 41,078, up 19.63 percent from 34,337 a year earlier.

Registrations of imported light trucks in December, with year-earlier figures in parentheses, were: Toyota, 11,287 (8,047); Datsun, 8,339 (9,421); LUV, 8,312 (7,270); Courier, 6,771 (5,941), and others, 6,369 (3,658).

The light-truck import total for the full year was 480,327, up 39.70 percent from 343,825 in 1978.

Registrations of imported light trucks in 1979, with 1978 figures in parentheses, were: Toyota, 129,228 (94,520); Datsun, 98,912 (89,846); LUV, 96,971 (61,587); Courier, 75,756 (67,651), and others, 79,460 (30,221).

IMPORT REGISTRATION SHARES IN U. S.

DECEMBER

	Regis., Dec., 1979	Percent Share of Market	Regis., Dec., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	40,779	20.76	27,480	17.35	+ 3.41
Datsun	39,850	20.29	26,048	16.45	+ 3.84
Honda	30,144	15.35	19,919	12.58	+ 2.77
Volkswagen	20,600	10.49	23,708	14.97	— 4.48
Mazda	15,585	7.93	8,456	5.34	+ 2.59
Subaru	9,318	4.74	7,278	4.60	+ 0.14
Fiesta	5,850	2.98	5,482	3.46	— 0.48
Colt	4,357	2.22	....	....	....
Volvo	4,251	2.16	4,535	2.86	— 0.70
Mercedes	4,238	2.16	4,609	2.91	— 0.75
Fiat	....	....	4,852	3.06	....
All Others	21,438	10.92	26,006	16.42	— 5.50
TOTAL	196,410		158,373		
Share of U.S. Total		23.63		16.70	+ 6.93

Registrations not available for Oklahoma, delayed for Hawaii.

FULL YEAR

	Regis., 12 mos., 1979	Percent Share of Market	Regis., 12 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	464,569	19.86	427,465	21.97	— 2.11
Datsun	441,405	18.87	337,523	17.34	+ 1.47
Honda	337,334	14.42	258,151	13.27	+ 1.15
Volkswagen	286,127	12.23	239,612	12.31	— 0.08
Mazda	145,952	6.24	71,921	3.69	+ 2.55
Subaru	97,856	4.18	79,015	4.06	+ 0.12
Fiesta	76,855	3.29	76,001	3.91	— 0.62
Colt	60,406	2.58	45,126	2.32	+ 0.26
Fiat	57,435	2.46	57,946	2.98	— 0.52
Volvo	53,748	2.30	48,494	2.49	— 0.19
All Others	317,317	13.57	304,840	15.66	— 2.09
TOTAL	2,339,004		1,946,094		
Share of U.S. Total		22.63		17.78	+ 4.85

factories list auction dates

American Motors

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

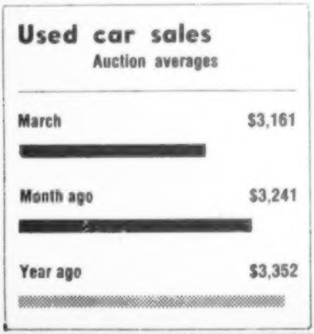
March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.



March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Ford Motor Co.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Gross profit up 1.2 pct. from year ago

Service Index shows slight gain for month

By Francis J. Gawronski
Service Editor

With four of the five indicators showing gains, new-car dealers' service and parts business rebounded in the first month of 1980 from the decline registered in the closing month of 1979.

As measured by the AUTOMOTIVE NEWS Service Index, January shop business amounted to 100.9 to barely top the volume recorded in the same month the year before.

In January, 1979, the Service Index was 121.1 over the 1978 figure — the second highest increase in the history of the index.

In December, service and parts business in dealerships dipped to close out the year at 94.7 percent of the volume for that month a year earlier.

Sales of all parts and accessories was the only indicator of those used in the Service Index to show a decline in January. It was 2.7 percent below the volume of business reported by dealers last year.

Total labor sales (customer-paid and warranty) in dealers' shops was the leading indicator in January with an increase of 6.2 percent over the year-ago figure.

The runnerup spot in January went to shop parts sales (those used on customer-paid and warranty repairs) with an increase of 2.2 percent over January, 1979.

Gross profit on all labor, parts and accessory sales, the most important indicator from the dealers' viewpoint, was up 1.2 percent over the year-ago figure.

Repair orders written, which were down 6.2 percent in December, showed a gain of 0.5 percent in January.

SERVICE INDEX
100.9*

	Jan., '80 vs. Jan., '79
Gross Profit on All Labor and P&A Sales	+1.2%
Repair Orders Written	+0.5%
Total Labor Sales (Customer & Warranty)	+6.2%
Shop Parts Sales (Customer & Warranty)	+2.2%
Sales of All P&A	−2.7%

*—Survey by Automotive News shows that dealers' service and parts business in January, 1980 was 100.9 percent of business in January, 1979.

But industry total declines

AMC only U. S. maker to post sales increase

By Jenny L. King
Staff Writer

Early March domestic new-car sales slipped 19.49 percent, dropping to 187,852 compared with 233,332 a year ago.

On a daily-rate basis, the difference was 9.43 percent. There were eight selling days this year compared with nine in 1979.

Year-to-date sales totaled 1,366,848 as of March 10, down 11.35 percent from 1,541,863 a year earlier.

American Motors estimated sales of 3,900 were up 30 percent over 3,000 making it the only U. S. auto maker to show a gain for early March. General Motors sales were off 14.14 percent, to 117,296 from 136,617.

Ford Motor Co. suffered a 28.22-percent drop. In spite of its generous rebates on several models, Ford sales were down to 45,871 compared with 63,903 a year earlier. Chrysler Corp. reported sales of 17,128, down 34.23 percent from 26,041, and Volkswagen of America sales of 3,657 Rabbits were down 3.02 percent from 3,771.

- In share of the market, the shift was again in favor of GM, which earned 62.44 percent, up from 58.55 percent last year. Ford sales accounted for 24.42 percent, down from 27.39 percent. Chrysler had 9.12 percent of the market, down from 11.16 percent. AMC jumped to 2.08 percent from 1.28 percent, and VWoA earned 1.94 percent, up from 1.62 percent.

Of the 13 U. S. makes, only AMC was up during March 1-10. The largest drop belonged to Lincoln; its sales were down 51.27 percent to 2,105 from 4,320. The smallest dip was at Chevrolet where sales totaled 55,402, down 1.32 percent from 56,143.

At Chrysler Corp., Plymouth sales declined 35.06 percent, Dodge sales were down 34.73 percent and Chrysler sales were off 31.57 percent.

Mercury sales skidded 34.48 percent, while Ford reported a 23.72-percent drop. Cadillac sales dropped 41.31 percent; Oldsmobile was down 28.59 percent, Pontiac was off 19.71 percent and Buick sales declined 9.47 percent.

Four of the five top-selling nameplates belonged to Chevrolet. Chevette was number one for the period, with sales of 12,680, followed by Citation at 11,490, full-size Chevrolet at 11,479, Ford Fairmont at 10,282 and Malibu at 7,336.

DOMESTIC SALES

	March 1-10, 1980	March 1-10, 1979
AMERICAN MOTORS	3,900†	3,000†
Chrysler	3,585	5,239
Plymouth	6,872	10,582
Dodge	6,671	10,220
CHRYSLER CORP.	17,128	26,041
Ford	33,517	43,940
Mercury	10,249	15,643
Lincoln	2,105	4,320
FORD MOTOR	45,871	63,903
Buick	17,917	19,791
Cadillac	5,817	9,912
Chevrolet	55,402	56,143
Oldsmobile	20,944	29,330
Pontiac	17,216	21,441
GENERAL MOTORS	117,296	136,617
VOLKSWAGEN	3,657	3,771
INDUSTRY TOTAL	187,852	233,332

†—Estimated.

Year-to-date total trails 1979 by 26 pct.

Week's auto production falls 7 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 145,369 declined 7.04 percent from the 156,378 assembled the previous week.

Last week's total was a drop of 27.07 percent from the 199,323 built in the same week of 1979.

Year-to-date production of 1,616,700 is down 26.24 percent from the 2,191,724 assembled by this date last year.

General Motors has 65.87 percent of the year's production, and Ford Motor Co. has 19.12 percent.

Chrysler Corp. has 9.22 percent of the year's total. American Motors has 3.12 percent.

Volkswagen of America has 2.62 percent of year-to-date production, and Checker has 0.05 percent.

GM's Southgate point (Chevrolet, Cadillac deVille) will cease production beginning today (March 24) for the remainder of the model year. The plant will be converted for production of the 1981 front - wheel - drive J-car.

GM's Janesville (Chevrolet) passenger-car line will work today only. The plant will be closed for the remainder of the week. This week is the third week in a row Janesville has been closed.

The Cadillac assembly plant and the adjoining Fisher Body point will be down this week for the second of two weeks.

GM's Tarrytown, St. Louis Corvette, Willow Run and Linden assembly plants worked six days last week.

The second shift at GM's Arlington point (Malibu, Monte Carlo, Cutlass), which was down last week will resume work today. Lordstown (Sunbird, Monza) will increase the line speed beginning today from 80 per hour to 90 per hour.

All Chrysler assembly plants are working regular schedules this week.

For the fourth week in a row, VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

AMC's plant worked regular schedules last week.

Ford's Dearborn (Mustang, Capri) point worked six days last week.

Ford's Chicago, Wixom and Wayne plants, which were closed last week, are scheduled to reopen today (March 24).

Chrysler seeks buyer for its financial firm

DETROIT. — A buyer still is still being sought for a majority interest in Chrysler Financial Corp., the company said.

It has been reported those being talked with include Household Finance Corp., Volkswagen of America, American Motors, Peugeot - Citroen and Manufacturers Hanover Bank of New York.

The federal plan to assist the harried company requires that assistance not guaranteed by the federal government include at least $300 million from the disposition of Chrysler assets.

Chrysler is actively discussing sale of a majority interest under arrangements "which would enable the resulting entity to continue to offer financing to Chrysler dealers and retail customers," the company said.

Aston Martin ragtop is priced at $96,150

NEW YORK. — The Aston Martin 1980 Volante V-8 convertible will carry an East Coast price of $96,150. The 1980 coupe has not yet been priced.

According to Aston Martin Lagonda, the U. S. allocation for 1980 will be 60 convertibles and 10 coupes.

breaking news

Continued from Page 1

Japanese ship fewer cars to Canada

TOKYO.—According to figures compiled by the Japanese Automobile Manufacturers Assn., Canada was one of the few export markets with Japanese vehicle shipments lower in 1979 than in 1978. Canadian shipments fell to 73,600 from 137,016 a year earlier. Shipments to the Netherlands fell to 99,858 from 125,133; shipments to Ireland dipped to 31,841 from 32,363.

Return of 25-gallon gas tank

DETROIT. — Cadillac is considering reinstating the 25 gallon gas tank as standard equipment on the deVille and Fleetwood Brougham in 1981, sources said. The tank was standard equipment on the models in 1979, but was eliminated in 1980 to reduce weight.

U.S. truck output running 52 pct. behind 1979 total

U. S. truck production last week of 32,644 was off 31.34 percent from the 47,541 built the previous week and down 61.59 percent from the 84,985 of the same week in 1979..

Year - to - date production of 453,975 is a decline of 52.75 percent from the 960,954 assembled by this date, 1979.

Chevrolet's Flint Number Two line (Utility, Suburban) will be down this week for the third week. Janesville and St. Louis were closed last week.

GM's Lakewood plant (Chevrolet, light-duty GMC trucks) closed March 17 for the remainder of the model year.

GMC's Pontiac point reinstated its second shift on two heavy-duty truck lines March 17. Production has been increased from 80 to 140 units a day on the two assembly lines.

Volkswagen of America is working one hour of overtime Monday through Thursday on both shifts this week for the fourth week in a row.

Chrysler Corp.'s Missouri truck plant will be closed this week for the second week in a row.

Chrysler increased production of light Dodge trucks at its Warren plant March 17. The increase to 424 units a day from 320 on one shift resulted in the recall of 350 hourly employes.

American Motors' Jeep plant closed March 17 and will remain down until April 18. AMC said the closing is due to high dealer inventories.

Canada builds 22,821 cars, up 21 pct. for week

Canadian car production last week of 22,821 rose 21.31 percent over the 18,812 built the previous week.

Last week's total was a 10.34 percent decline from the 25,453 assembled in the same week of 1979.

Year-to-date output of 198,036 is a drop of 28.21 percent from the 275,858 assembled by this time last year.

Truck production in Canada last week of 13,733 dropped a slight 0.36 percent from the 13,782 assembled the previous week and fell 19.89 percent from the 17,143 built in the comparable 1979 week.

Year-to-date truck production of 129,513 is a decline of 32.38 percent from the 191,538 built by this date in 1979.

Chrysler Corp.'s Windsor car and truck assembly plants are working regular schedules this week. Windsor car will be down for one week beginning April 7.

All General Motors plants are working regular schedules this week. GM's Oshawa car assembly plant will add a day shift for three consecutive Saturdays beginning April 12. St. Therese will work a total of 51 hours of overtime from April 1 through the 30th.

U. S. CAR PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
AMERICAN MOTORS	4,525*	3,050	4,525*	13,810*	24,834*	50,336*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	16,165	19,811	16,282	42,928	219,737	149,104
Plymouth Total	7,250	8,478	7,368	20,548	84,816	68,947
Horizon	3,250	3,238	3,276	9,890	42,357	37,492
Volare	3,250	5,033	3,341	9,137	40,805	24,585
'80 Gran Fury	660		584	1,244		5,836
Caravelle	90	207	167	277	1,654	1,034
Chrysler Total	2,405	3,179	2,190	4,877	48,199	18,737
Chrysler	325		347	672	22,551	3,934
LeBaron	2,080	3,179	1,843	4,205	25,648	14,803
Dodge Total	6,510	8,154	6,724	17,503	86,722	61,420
Omni	2,860	3,297	2,844	8,460	35,898	33,465
St. Regis	560		704	1,264	8,638	4,277
Diplomat	1,000	1,731	824	1,886	13,911	6,268
Aspen	2,090	3,126	2,352	5,893	28,275	17,410
FORD MOTOR	34,041	48,666	38,463	110,870	593,912	309,164
Ford Division	23,708	29,814	27,242	76,323	374,166	218,826
Pinto	3,594	3,896	3,236	6,830	43,139	15,222
Mustang II/Mustang	7,102	7,540	7,354	21,589	94,763	58,516
Fairmont	6,846	4,396	6,890	20,324	39,229	59,042
Granada		4,254	3,739	7,160	38,827	19,720
LTD II		897			11,786	
Thunderbird	2,534	6,668	2,373	11,138	82,515	40,050
Ford	3,632	2,163	3,650	9,282	63,907	26,276
L-M Division	10,333	18,852	11,221	34,547	219,746	90,338
Mercury Total	10,333	14,625	11,059	31,906	166,310	80,555
Bobcat	906	774	733	1,639	11,146	3,683
Capri	2,202	2,182	2,145	6,719	25,959	18,526
Zephyr	2,609	1,455	2,461	7,218	13,655	19,390
Monarch		2,394	899	2,019	21,869	6,036
Cougar/XR7	2,046	4,601	2,259	6,594	53,116	15,913
Mercury	2,570	3,219	2,562	7,717	40,565	17,007
Lincoln Total		4,227	162	2,641	53,436	9,783
Lincoln		2,115		943	25,871	3,432
Versailles		381	162	421	6,461	1,124
Mark VI		1,731		1,277	21,104	5,227
GENERAL MOTORS	85,744	123,768	91,254	277,446	1,318,599	1,064,924
Buick Division	19,986	17,173	19,234	58,816	192,566	205,871
Skyhawk		634			6,112	
Skylark/'79-'80	5,228	1,636	4,506	14,863	8,444	55,544
Century	4,394	1,025	4,455	13,135	12,697	40,788
Regal	4,809	6,043	4,815	14,303	67,178	49,943
Buick	4,310	6,468	4,228	12,791	81,440	45,083
Riviera	1,245	1,367	1,230	3,724	16,695	14,513
Cadillac Division	2,600	8,797	7,160	16,736	109,674	69,541
Seville	1,055	1,048	1,051	3,164	14,777	13,060
Cadillac		5,906	4,589	8,959	72,528	39,873
Eldorado	1,545	1,843	1,520	4,613	22,369	16,608
Chevrolet Division	36,760	54,962	37,272	115,955	557,915	447,509
Chevette	9,155	8,815	9,261	27,840	77,596	108,606
Monza	3,535	3,574	3,282	10,299	40,041	36,092
Camaro	3,270	6,210	3,074	9,209	74,576	32,451
Nova/Citation	9,520	5,767	10,271	29,423	26,971	111,157
Malibu	6,430	8,913	6,402	19,205	101,578	63,657
Monte Carlo	2,450	7,171	2,775	8,038	80,966	33,304
Chevrolet	1,320	13,513	1,219	8,714	144,566	50,578
Corvette	1,080	999	988	3,227	11,621	11,664
Oldsmobile Division	16,927	24,181	17,175	50,857	264,939	191,843
Starfire		414			5,047	
Omega/'79-'80	2,752	785	2,851	8,028	4,304	29,415
Cutlass	6,670	11,643	6,864	20,280	123,357	78,940
Oldsmobile	6,370	9,925	6,336	19,153	115,189	70,754
Toronado	1,135	1,414	1,124	3,396	17,042	12,734
Pontiac Division	9,471	18,655	10,413	35,082	193,505	150,160
Acadian†	745	868	746	2,091	4,960	5,011
Sunbird	2,865	2,616	2,873	8,806	24,258	36,326
Phoenix/'79-'80	2,621	1,635	3,084	8,525	6,364	31,535
Firebird	2,490	4,739	2,408	7,084	55,880	24,319
LeMans	430	2,299	442	2,521	26,331	13,687
Grand Prix		2,147	536	2,635	25,533	17,103
Pontiac	320	4,351	324	3,420	50,179	22,179
VOLKSWAGEN	4,809	3,921	5,770	15,278	33,515	42,422
CHECKER	85*	107	84	255	1,127	750
Total Cars, U. S.	145,369	199,323	156,378	460,587	2,191,724	1,616,700

CANADIAN CAR PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHRYSLER CORP.	3,200	4,440	3,075	6,276	43,157	17,033
FORD MOTOR	7,332	7,987	7,475	21,893	80,993	50,560
GENERAL MOTORS	12,064	12,846	8,049	32,086	149,584	127,823
VOLVO	225	180	213	663	2,124	2,620
Total Cars, Canada	22,821	25,453	18,812	60,918	275,858	198,036
N. American Cars	168,190	224,776	175,190	521,505	2,467,582	1,814,736
N. American Trucks	46,377	102,128	61,323	156,107	1,152,492	583,488
North American Cars and Trucks	214,567	326,904	236,513	677,612	3,620,074	2,398,224

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 22, 1980	Same Week 1979	Week Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHEVROLET	5,471	26,375	16,358	30,777	299,558	156,536
DODGE/PLYMOUTH	1,300	11,853	4,369	10,258	141,098	33,697
FORD	20,574	29,964	17,534	52,291	333,198	168,588
GMC	2,532	7,217	3,730	9,352	85,046	40,515
INTERNATIONAL		3,227			35,622	
MACK	625	760	663	1,951	9,200	7,262
WHITE	125	239	125	417	3,712	2,019
JEEP		4,000	2,600*	5,220*	37,545	25,668*
AM CORP.	430*	475	430*	1,290*	5,250	4,082*
VOLKSWAGEN	687		832	2,189		5,948
MISCELLANEOUS	900*	875	900*	2,700*	10,725	9,660*
Total Trucks, U. S.	32,644	84,985	47,541	116,445	960,954	453,975

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHRYSLER CORP.	1,600	2,133	1,588	3,188	24,844	6,285
FORD MOTOR	4,808	6,057	4,806	14,287	67,420	45,758
GENERAL MOTORS	6,010	6,875	6,067	18,244	75,962	65,735
AMERICAN MOTORS	900	1,453	877	2,639	16,306	7,581
INTERNATIONAL	290	454	314	918	5,108	2,733
MACK	60	95	65	191	910	701
WHITE	65	76	65	195	988	720
Total Trucks, Canada	13,733	17,143	13,782	39,662	191,538	129,513
N. American Trucks	48,977	102,128	61,323	158,707	1,152,492	586,088

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

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Interest limits in some states also put lid on new-car sales

By Edward Lapham
Financial Editor

New-car dealers in states with retail loan interest rate (usury) limits below bank prime interest rates are losing new-car sales and losing money. The result is that many are going out of business.

Dealers in those states, including Michigan, New York, New Jersey, Arkansas and others, said they are hurt by banks pulling out of retail auto financing, which leaves them with insufficient financing sources.

Nobody is sure how many sales are being lost in those states, but NADA has asked the Carter Administration for a law to relieve the credit crunch which is hitting dealers.

One good indication the banks are indeed pulling out of the market in some states is the declining percentage of installment credit extensions registered by the Federal Reserve Board.

The Fed reported that in January, the most recent month's figures available at presstime, the banks' share of retail auto installment credit extensions was 53.7 percent compared with 59.4 percent the preceding year.

At the same time, direct bank paper dropped from 27.2 percent to 24.9 percent of total extensions, and indirect paper, or contracts purchased from dealers, fell from 32.2 percent to 28.8 percent of total extensions.

Credit unions also were pulling back a bit, as their share of total credit extensions in January dropped to 16.3 percent from 19.9 percent in January, 1979. The big gainer was the finance company category, which includes auto makers' finance units. Finance companies increased their share of credit extensions to 30.0 percent in January, 1980, from 20.7 percent in January, 1979.

- January also was the second straight month in which there was an overall decline in retail auto installment credit outstanding; in January and December more auto loans were liquidated than extended, reflecting the soft new-car market.

NADA President George S. Irvin thought the problem had reached such proportions that he hand-delivered a letter to the White House asking President Carter to support legislation "to suspend these interest ceilings" of "artifically low state vehicle installment loan interest ceilings."

An NADA spokesman said presidential adviser Stuart Eis-

Continued on Page 53, Col. 1

Seville 'Ragtop'

Jim Piegue

Not exactly a factory model

The Seville "Rapide," has been introduced by Conversions, Inc., Troy, Mich. The conversion includes a mock convertible top with zip-down rear window, louvered hood and distinctive two-tone paint. When car is supplied, dealer cost for the flashy Seville is $16,075. Story on Page 6.

GM offers longer flooring tied to higher holdback

By John K. Teahen Jr.
Managing Editor

In an effort to help its U. S. dealers cope with soaring floor-plan costs, General Motors is offering up to 30 days' interest-free billing on dealer purchases of new 1980 cars and trucks. The maximum has been 20 days.

But the program involves a quid pro quo. In order to qualify for the longer delayed billing, dealers must agree to a 3-percent holdback, instead of the usual 2 percent.

The GM plan takes effect April 1 and is limited to the 1980 model year. It is only for U. S. dealers. Canada is not included.

The holdback is that portion of the dealer discount which is retained by the factory and returned to the dealer quarterly or annually, at the dealer's option.

It means that the dealer pays more for the vehicle when he buys it from the factory than the effective dealer discount rate would dictate.

He eventually gets the money back, but the holdback has been a source of agitation among dealers ever since GM instituted it on the 1962 models. Some dealers insist they should be paid interest on the held-back funds. The factories say the delayed billing compensates for the interest the dealer could have earned on the money involved.

The holdback setup is used by American Motors, Ford Motor and Chrysler Corp., as well as by GM. The rate is 2 percent at AMC and Ford, 2.5 percent at Chrysler. The delayed-billing period for these three makes is 15 days.

- Under GM's new program, the dealer has three options.

1. The dealer can choose 30-day delayed billing with the 3-percent holdback paid annually.
2. The dealer can specify that the 3-percent holdback be paid quarterly. In this case, he receives 25 days of free billing.
3. The dealer can continue with the old system of a 2-percent holdback. If the holdback is paid annually, the interest-free billing period is 20 days. If paid quarterly, it is 15 days.

An extension in the delayed-

Continued on Page 54, Col. 2

Fuel standard for light trucks placed at 18 MPG for 1982

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Fuel-economy standards for 1982 light trucks and vans weighing up to 8,500 pounds have been set at 18 MPG for two-wheel-drive and 16 MPG for four-wheel-drive units.

This is higher than the 17.4 MPG earlier proposed for two-wheel-drive units and the 15.6 MPG proposed for four-wheel drives.

Transportation Secretary Neil Goldschmidt believes the savings to the nation by the improvement will exceed one billion gallons of gasoline. He also stressed that the final standards recognize the current financial situation in the industry and uncertainty in the market.

Goldschmidt described them as being "realistic and attainable" and being based on such add-on technology as radial tires, improved accessories, automatic transmissions with lock-up torque converters and overdrive manual transmissions.

NHTSA Chief Joan Claybrook said "the average retail price increase resulting from the '82 model-year standards is approximately $95, but this initial cost is more than offset by the operating cost savings over the life of the vehicle of about $740."

The problem company is, of course, Chrysler Corp. and that is addressed at some length in the text of the regulation.

- Standards for future models are expected later. The earlier proposal for '83 through '85 models gave a range of numbers. Under consideration for '85, for example, are 19.7 to 22.4 MPG for two-wheel drives and 16.2 to 19.9 for four-wheel drives.

Earlier proposals for '81 standards for light trucks and vans created a furor in the domestic industry and the standards were lowered from the then-proposed 18 MPG for two-wheel drive to 17.2 MPG and then later lowered to 16.7 MPG, because EPA did not approve the use of slippery oils.

The 1981 standards for four-wheel drives were also lowered from 15.5 MPG to 15.0 MPG.

In making the decision, NHTSA did not consider items requiring longer leadtime, such as introduction of small pickups and new engines for '82 for some makers, although these will be considered in the future.

NHTSA said all the companies involved, except Chrysler Corp., plan to exceed the standards. Chrysler, in its response this month to a subpena for data from NHTSA, said it now plans to exceed the proposed two-wheel-drive standard and to closely approach the four-wheel-drive.

- Two makers, International Harvester and General Motors, plan to rely significantly on diesels in '82, but NHTSA did not count diesels when it made its finding of feasibility, although it warns it may do so for the '83-'85 standards.

Meanwhile, Congress is considering legislation about whether the domestic companies should be permitted to include Japanese captive imports in the light-truck CAFE. Chrysler is pushing hard for inclusion of Mitsubishi trucks — telling Congress it needs 150,000 units, but telling NHTSA it needs 80,000.

IH said it would go along with the inclusion, but only if higher standards are set for those companies that include captive Japanese trucks.

Under the law, NHTSA must consider any possible competitive harm and that question involves both the paying of civil penalties with any adverse publicity and the possible damage to Chrysler. NHTSA noted that it would be very likely that Chrysler's penalties might be waived because of a showing that the standard and Chrysler's situation might mean a "substantial lessening of competition."

But more to the point, said NHTSA, Chrysler will earn enough credits in 1981 that can be carried forward to eliminate any fine for the majority of its trucks, the two-wheel drives.

Moreover, credits that Chrysler could carry over for its four-wheel-drive fleet would reduce the maximum fine to about $2 million. NHTSA said it is dis-

Continued on Page 50, Col. 3

breaking news

Datsun tops Toyota for March 1-20

DETROIT. — Datsun overtook Toyota March 1-20, with car/truck sales of 35,197 vs. 34,441 for Toyota. Datsun's car sales of 29,474 were up 52 percent; while Toyota's 27,444 car sales were up 43 percent. Honda retailed 16,428 cars, off three units from a year ago; Subaru, 6,630 vs. 7,951; Mazda, 4,719 versus 8,300, and Chrysler's Mitsubishi sales were 10,786, up 21 percent. Imports often have a strong month-end surge which makes 10-day reports less indicative of trends than with domestics.

Escort/Lynx seen getting 36 MPG

DETROIT.—Some high figures are anticipated when the EPA reports fuel economy for Ford Motor Co.'s upcoming Ford Escort and Mercury Lynx. It is expected the EPA composite economy number for the Escort/Lynx with the 1.3-liter engine with a manual transmission will be 36 MPG. For the 1.6-liter engine and manual transmission, the figure is projected at 34 MPG. For 1.6-liter power plants backed by an automatic transmission, fuel economy of 32 MPG is antic-

See BREAKING NEWS, Page 55, Col. 1

NEWSPAPER

But total still trails 1979

Rebates and incentives help bolster car sales

By Jenny L. King
Staff Writer

With a firm shove by rebate and sales-incentive programs, March 11-20 domestic new-car sales showed strength and came within 7 percent of year-ago totals.

Mid-March sales of U.S.-built cars totaled 250,198, down 6.51 percent from 267,617 a year earlier.

On a daily-rate basis, sales were down 16.90 percent. There were nine selling days this year with an average of 27,800, compared with eight a year ago averaging 33,452 sales per day.

General Motors, Ford Motor Co. and Chrysler Corp. all reported declines, but Ford's 6.49-percent drop and Chrysler's 9.16-percent dip were a decided improvement over their repeated 20-percent declines earlier in the year. Both companies credited rebates with stimulating sales, particularly of their larger cars.

GM's mid-March sales totaled 144,376, down 8.35 percent from 157,527. Ford Motor reported sales of 66,504, down 6.49 percent from 71,121. Chrysler Corp. sales were down 9.16 percent to 27,624 from 30,408. American Motors' estimated sales were 5,200, up 52.94 percent from 3,400 a year ago, while Volkswagen of America sales jumped 25.83 percent to 6,494 from 5,161.

For the first time this year, GM failed to earn 60 percent of the market. GM's share was 57.70 percent, down from 58.86 percent a year ago.

Ford sales accounted for 26.58 percent, exactly the same as its 1979 share. Chrysler earned 11.04 percent, down slightly from 11.36 percent. VWoA cornered 2.60 percent of the market, up from 1.93 percent, and AMC had 2.08 percent, up from 1.27 percent.

- Five of the 13 makes reported sales gains. Chrysler sales were up 0.62 percent to 6,622 from 6,581; Ford sales rose 1.38 percent to 49,423 from 48,752; Buick sales were up 7.77 percent to 21,044 from 19,527, and AMC and VWoA were up, 52.94 percent and 25.83 percent respectively.

The top-selling nameplate for the period was a surprise: Ford Fairmont edged out Chevette with sales of 17,036. In second place was Chevrolet Chevette at 15,612, followed by Chevrolet Citation at 13,365, Ford Thunderbird at 10,244 and Oldsmobile Cutlass Supreme at 9,988.

Year-to-date sales remained a full 10 percent behind the 1979 pace through March 20. The total this year was 1,617,046, down 10.63 percent from 1,809,480.

Year-to-date market shares showed GM sales of 1,014,353 accounting for 62.73 percent; Ford sales totaled 373,399, or 23.09 percent; Chrysler, 156,520, or 9.68 percent; AMC, 33,566, or 2.08 percent, VWoA, 39,208, or 2.42 percent.

DOMESTIC SALES

	March 11-20, 1980	March 11-20, 1979
AMERICAN MOTORS	5,200†	3,400†
Chrysler	6,622	6,581
Plymouth	10,252	11,778
Dodge	10,750	12,049
CHRYSLER CORP	27,624	30,408
Ford	49,423	48,752
Mercury	14,398	17,958
Lincoln	2,683	4,411
FORD MOTOR	66,504	71,121
Buick	21,044	19,527
Cadillac	6,947	10,002
Chevrolet	61,638	69,383
Oldsmobile	33,173	34,967
Pontiac	21,574	23,648
GENERAL MOTORS	144,376	157,527
VOLKSWAGEN	6,494	5,161
INDUSTRY TOTAL	250,198	267,617

†—Estimated

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JANUARY, '80 VS. JANUARY, '79

	JANUARY 1980	JANUARY 1979
AMX Spirit/AMX	4,431	2,599
Concord	4,551	3,553
Concord Station Wagon	1,523	1,114
Eagle 4 WD	1,457	
Eagle Station Wagon	1,842	
Pacer	123	274
Pacer Station Wagon	284	500
Matador		78
Matador Station Wagon		38
Total American Motors Corp.	14,211	8,156
Chrysler LeBaron	4,443	7,099
LeBaron Station Wagon	647	1,331
Cordoba	4,222	5,466
Newport	1,331	3,296
New Yorker	1,900	2,637
Total	12,543	19,829
Plymouth Horizon	10,874	11,041
Voyager		726
Volare	5,537	8,223
Volare Station Wagon	1,504	2,956
Fury		655
Fury Station Wagon		36
Gran Fury	400	
Total	18,315	23,637
Dodge Omni	8,717	9,486
Aspen	4,859	6,249
Aspen Station Wagon	1,240	2,322
Sportsman		2,365
Monaco		609
Monaco Station Wagon		24
Diplomat	1,936	3,848
Diplomat Station Wagon	342	596
Magnum XE/Mirada	2,036	2,470
St. Regis	1,054	1,210
Total	20,184	29,179
Total Chrysler Corp.	51,042	72,645
Ford Pinto	9,905	9,708
Pinto Station Wagon	3,171	3,953
Fairmont	18,519	17,777
Fairmont Station Wagon	5,326	6,412
Granada	7,474	12,928
Club Wagon		3,653
LTD II	643	4,936
LTD	9,377	21,062
LTD Crown Victoria	1,737	
Ford Station Wagon	2,834	5,250
Mustang	19,358	20,950
Thunderbird	13,752	17,112
Total	92,096	123,741
Lincoln Continental	3,611	6,848
Continental Mark	5,030	5,465
Versailles	654	1,441
Total	9,295	13,754
Mercury Bobcat	2,232	2,233
Bobcat Station Wagon	550	677
Zephyr	5,912	6,210
Zephyr Station Wagon	1,159	1,403
Monarch	3,137	4,913
Marquis	1,530	2,161
Marquis Brougham	1,392	2,059
Grand Marquis	1,938	2,746
Marquis Station Wagon	830	1,316
Cougar/XR7	6,729	11,339
Capri	5,515	6,075
Total	30,924	41,132
Lincoln-Mercury Division	40,219	54,886
Total Ford Motor Co.	132,315	178,627
Buick Skyhawk	945	1,161
Skylark	12,657	4,101
Century	7,830	2,185
Regal	15,009	18,101
Century Station Wagon	1,474	1,992
LeSabre	2,003	2,186
LeSabre Limited	5,289	7,818
Electra 225	6,161	7,870
Buick Station Wagon	1,007	1,512
Riviera	3,821	3,870
Total	56,196	50,796
Cadillac deVille	11,730	15,804
Fleetwood & Chassis	3,281	3,433
Eldorado	4,498	4,739
Seville	4,329	4,442
Total	23,838	28,418
Chevrolet Chevette	31,662	20,282
Camaro	10,866	18,312
Monza	10,346	9,218
Monza Station Wagon	129	1,663
Citation	30,642	12,793
Sportvan		2,510
Malibu	15,797	19,056
Malibu Station Wagon	5,500	7,201
Monte Carlo	15,149	20,173
Impala	9,431	13,352
Caprice	14,605	17,783
Chevrolet Station Wagon	6,705	8,234
Corvette	2,792	3,040
Total	153,624	153,617
Oldsmobile Starfire	1,105	1,288
Omega	5,247	2,023
Cutlass Salon	11,814	3,842
Cutlass Supreme/Calais	20,448	29,914
Cutlass Station Wagon	2,503	3,404
Delta 88	1,695	2,721
Delta 88 Royale	9,474	12,402
98	6,383	8,600
Oldsmobile Station Wagon	2,109	2,376
Toronado	3,406	3,623
Total	64,184	70,193
Pontiac Sunbird	7,481	5,531
Sunbird Station Wagon	20	325
Phoenix	7,334	2,949
LeMans	4,939	6,550
LeMans Station Wagon	2,374	2,297
Catalina	1,441	2,282
Bonneville	4,616	6,399
Bonneville Brougham	3,552	3,327
Pontiac Station Wagon	1,473	2,034
Grand Prix	10,868	14,268
Firebird	8,383	13,256
Total	52,481	59,218
Total General Motors	350,323	362,242
(Checker)	280	285
Miscellaneous Domestic Total	326	309
Domestic Station Wagon Total	44,546	68,220
Domestic Grand Total	548,217	621,979
Import Total	201,088	131,905
Grand Total All Registrations	749,305	753,884

Registrations not available for Oklahoma.

factories list auction dates

American Motors

Apr. 1 — Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Apr. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Apr. 9—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Apr. 10—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

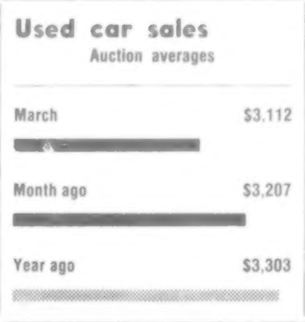
Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Mar. 31 — Southwest Auto Auction, 3420 S. 48th St., Phoenix; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 1—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.



Apr. 2—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Meyer & Sons, 6464 Downing St., Denver.

Apr. 3 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Big H Recon Center, 918 Asbury, Houston.

Apr. 7—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 8—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 11 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 14 — Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Model breakdown
Auction averages

	March	Feb.	Jan.
1980	$6,799	$6,313	$6,187
1979	5,108	5,151	5,414
1978	3,533	3,755	3,591
1977	2,691	2,790	2,730
1976	2,069	2,214	2,233
1975	1,769	1,836	1,802
1974	1,375	1,392	1,456
1973	991	1,127	1,138
Overall Average	$3,112	$3,207	$3,175

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 25 — Floyd Hauhe Auto

Continued on Page 47, Col. 3

As dealers try to rebuild inventories

Winter cuts may hurt in spring

BOSTON. — The cost-cutting done by dealers in an effort to stay afloat during this time of high interest rates may be cutting into future sales potential, according to at least one Boston-area dealer.

With car inventories in the Hub down 30-40 percent, Rick Smith Jr., of Smith Pontiac-Subaru, Weymouth, believes there is a potential for lost sales.

Like other dealers, business conditions forced Smith to cut his inventory during the traditionally slow late-November to early-January period.

But now he's in a squeeze. Smith says he can't get enough Subarus and the hot-selling Pontiacs — Sunbird and Phoenix—to satisfy demand.

"If we had more Sunbirds we could have cut into the market somewhat in New England, but GM didn't produce as many because of a shortage of orders," Smith said. "It hurt them and their (market) peneration."

Like many dealers, Smith is trying to rebuild his inventory with smaller cars, but he can't get them. General Motors has put them on allocation.

- Smith said the average car buyer seems unwilling to put in an order and wait. He's finding more people who leave the showroom to shop elsewhere. And he speculated the customers go to imports.

Would he have paid high interest rates to keep more small cars on his lot? Yes, said Smith, because it would have put him in a better position for the spring sales period.

"All in all, it (cutting back) helped our business, but it takes longer to get going again," he said. "It takes longer to get the cars people want. We will be short for a while."

The sales downturn "makes a sharp dealer sharper and a weak dealer weaker," added Danny Quirk, of Quirk Chevrolet, a volume dealership.

Dealers have learned to control their costs, he said. "It's also helped to stimulate the service, parts and body shop" ends of the business as dealers attempt to improve profits, he said.

"We can't pass all the increasing expense on to the customer," Quirk said. "Last year we paid $150,000 more for interest than we did in 1978, but the gross on each car has remained the same."

Inventories are shifting in makeup, too. Quirk's mix is 75 percent small cars and larger cars with sixes. "People are buying 1980 large cars but with six-cylinder engines because the mileage is better than the 1979s," he said.

Dealers agreed floor traffic has increased dramatically and sales have improved slightly since factories began rebates on slow-selling models.

But some dealers still have '79 trucks on their lots, especially four-wheel-drive vehicles. There was a waiting list last year for these same 4WD vehicles, pointed out Scott Schulman, Best Chevrolet, Hingham.

More is standard on Porsche 924

The 1980 Porsche 924 features a new gearshift pattern like that of the 911-SC for more simple shifting in traffic, while carefully selected gear ratios boost both performance and economy. An oxygen sensor is integrated with the fuel injection system on all 1980 Porsches.

Oxygen sensors improve performance of Porsches

ENGLEWOOD CLIFFS, N. J. —Porsche's 1980 lineup includes new standard features and a number of refinements for its three U. S. models.

The Porsche 924 now has a five-speed shift pattern like that of the 911SC, plus new shift linkage. The most economical of the models, the 924 with its standard five-speed four, is rated at 32 MPG highway, 19 MPG city.

All 1980 Porsches have an oxygen sensor which holds the fuel-air mixture within a very narrow range, making possible use of a three-way catalyst.

With the addition of soundproofing material first developed for the 924 Turbo, the normally aspirated model now is quieter. A larger brake booster to reduce pedal pressure, new door-lock mechanism and a front stabilizer bar round out the list of technical improvements in the new 924.

Cockpit luxury is enhanced by the addition of power windows, carpeting around the center console, door-sill molding with the 924 logo and a new selection of interior fabrics.

Porsche's V-8 powered 928 for 1980 has a leather interior as standard. Other changes include safety lights in the ends of the doors and a trunk compartment cover which raises with the hatchback lid and also extends forward to conceal luggage when the rear seats are folded down.

Standard 928 equipment includes an instrument cluster which tilts with the steering wheel, electrically adjustable and heated outside mirror and a central warning system in the main instrument cluster monitoring items like fluid levels, lights and brake-pad wear.

The 4.5-liter overhead cam V-8 produces 220 HP and is available with either manual five-speed or automatic transmission.

The Porsche 911-SC has added a number of new standard features for 1980 reflecting frequently ordered options: Air conditioning, power windows, center console, black outside trim, engine compartment light and a leather-covered steering wheel.

The SC is available in coupe and Targa versions, equipped with power-assisted four-wheel disk brakes, rack and pinion steering, front and rear sway bars and four-wheel suspension.

HD truck sales boost optimism at GMC plant

Continued from Page 8

company's heavy-truck line, Chevrolet said it will pursue the mid-range diesel market "stronger than we ever have."

GMC now is installing the new Detroit Diesel 8.2 liter and Caterpillar 3208 mid-range diesels in Classes 6 and 7 trucks, and later on will offer the Cummins VT-225.

"We're going a little slow with the 8.2 liter units, spotting them primarily with our top dealers at this time so we can monitor their performance and keep a close watch for any problems common with a new product," Conlan said.

Conlan reported that the demand for the 8.2 liter engine is good, and said there have been no problems with availability of the new diesel.

One market segment that puzzles Conlan, admittedly, is the demand in the years ahead for the low-cab forward truck. He is not the only one who is puzzled, either.

"I wish there was someone with a crystal ball who could tell us what the future demand will be for these vehicles," he said. "It's a relatively low-volume market now, and it would be too costly to bring out a new model based on current demand."

Most imported mid-range diesels feature the low-cab forward, but the sales volume still is apparently too low to detect a trend. Improved maneuverability in traffic and a better turning radius are stressed by importers in their selling efforts.

factories list auction dates

Continued from Page 38

Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo,

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

January total third highest recorded for the month

Imports swell registration total

By Richard A. Wright
Assistant Managing Editor

Propelled by skyrocketing imports, new-car registrations in the U. S. in January were the third highest ever for that month, according to figures compiled by R. L. Polk & Co., but there was little cause for jubilation in Detroit.

New-car registrations in January totaled 749,305, off 0.61 percent from 753,884 a year earlier. The record for the month is 828,618, which has stood unchallenged since 1973.

The January, 1980 figure was respectable because of record import registrations. In January, 201,088 new imports were registered, up a whopping 52.45 percent from 131,905 a year earlier, the previous January import record. The domestic total was 548,217, down 11.86 percent from 621,979 a year earlier.

General Motors, Ford Motor Co. and Chrysler Corp. all suffered declines in their shares of the market compared with a year earlier. The losses went almost completely into the imports' gain ledger, although American Motors also notched a 0.82-point improvement to 1.90 percent.

Table on Page 36.

GM took 46.75 percent of January registrations, down 1.30 percentage points from a year earlier, while Chrysler Corp. was off 2.83 percent to a 6.81 percent share. Biggest loser was Ford Motor Co., which saw its share drop 6.03 points, to 17.66 percent.

The imports, whose market share exceeded the total of Ford, Chrysler and AMC, took 26.84 percent of new-car registrations in January, up 9.34 percentage points. It was the highest import penetration for any month in history.

The share taken by miscellaneous domestic lines held steady at 0.04 percent.

Excluding exports, domestic-only new-car registrations in January were divided this way: GM, 63.90 percent; Ford Motor Co., 24.14 percent; Chrysler Corp., 9.31 percent; AMC, 2.59 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registration shares were as follows: GM, 58.24 percent; Ford Motor Co., 28.72 percent; Chrysler Corp., 11.68 percent; AMC, 1.31 percent, and miscellaneous, 0.05 percent.

- By market segment, only subcompacts among the domestic categories increased their market share compared with a year ago. The rest of the classes all lost ground as the imports seized huge chunks of the market.

Subcompacts accounted for 12.22 percent of registrations in January, up 1.72 points from a year earlier. Imports, of course, were up 9.34 points to 26.84 percent.

Recording smaller market shares were compacts, off 0.07 of a point to 20.53 percent; intermediates, down 3.26 points to 21.23 percent; standards, down 5.28 percent to 13.42 percent, and luxury units, off 1.23 points to 5.76 percent.

Registrations by size class in January were: Subcompact, 91,568; compact, 153,838; intermediate, 159,066; standard, 100,593; luxury, 43,152, and import, 201,088.

The top 20 domestic nameplates in registrations in January were:

1—Chevrolet Chevette	31,662
2—Standard Chevrolet	30,741
3—Chevrolet Citation	30,642
4—Ford Fairmont	23,845
5--Chevrolet Malibu	21,297
6—Olds Cutlass Supreme	20,448
7—Standard Oldsmobile	19,661
8—Ford Mustang	19,358
9—Chevrolet Monte Carlo	15,149
10—Cadillac	15,011
11—Buick Regal	15,009
12—Standard Buick	14,460
13—Oldsmobile Cutlass	14,317
14—Standard Ford	13,948
15—Ford Thunderbird	13,752
16—Ford Pinto	13,076
17—Buick Skylark	12,667
18—Standard Pontiac	11,082
19—Plymouth Horizon	10,874
20—Pontiac Grand Prix	10,868

NEW-CAR MARKET SHARES IN U. S.

	Regis., Jan., 1980	Percent Share of Market	Regis., Jan., 1979	Percent Share of Market	Pct. Pt. Change 80 vs. 79
Chevrolet	153,624	20.50	153,617	20.38	+ 0.12
Ford	92,096	12.29	123,741	16.41	— 4.12
Oldsmobile	64,184	8.57	70,193	9.31	— 0.74
Buick	56,196	7.50	50,796	6.74	+ 0.76
Pontiac	52,481	7.00	59,218	7.86	— 0.86
Mercury	30,924	4.13	41,132	5.46	— 1.33
Cadillac	23,838	3.18	28,418	3.80	— 0.62
Dodge	20,184	2.69	29,179	3.87	— 1.18
Plymouth	18,315	2.45	23,637	3.14	— 0.69
AMC	14,211	1.90	8,156	1.08	+ 0.82
Chrysler	12,543	1.67	19,829	2.63	— 0.96
Lincoln	9,295	1.24	13,754	1.82	— 0.58
GENERAL MOTORS	350,323	46.75	362,242	48.05	— 1.30
FORD MOTOR CO.	132,315	17.66	178,627	23.69	— 6.03
CHRYSLER CORP.	51,042	6.81	72,645	9.64	— 2.83
AMERICAN MOTORS	14,211	1.90	8,156	1.08	+ 0.82
IMPORTS	201,088	26.84	131,905	17.50	+ 9.34
MISCELLANEOUS	326	0.04	309	0.04	
TOTAL	749,305		753,884		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. January registrations not available for Oklahoma, delayed for Hawaii.

TOP CARS

U. S. new-car registrations for January, 1980. Registrations not available for Oklahoma, delayed for Hawaii.

1980 Pos.		Make		1979 Pos.
1—	153,624	Chevrolet	153,617	— 1
2—	92,096	Ford	123,741	— 2
3—	64,184	Oldsmobile	70,193	— 3
4—	56,196	Buick	50,796	— 5
5—	52,481	Pontiac	59,218	— 4
6—	47,549	Toyota	22,504	—10
7—	41,368	Datsun	21,605	—11
8—	30,924	Mercury	41,132	— 6
9—	27,905	Honda	19,145	—13
10—	23,838	Cadillac	28,418	— 8
11—	20,184	Dodge	29,179	— 7
12—	18,315	Plymouth	23,637	— 9
13—	18,128	Volkswagen	21,445	—12
14—	14,211	AMC	8,156	—16
15—	13,797	Mazda	6,719	—17
16—	12,543	Chrysler	19,829	—14
17—	9,818	Subaru	5,645	—18
18—	9,295	Lincoln	13,754	—15
19—	6,311	Fiesta	4,303	—19
20—	5,565	Colt	——	
21—	5,560	Arrow	——	
22—	4,590	Mercedes	3,737	—20
	——	Volvo	3,487	—21
	——	Fiat	3,382	—22
	20,497	Other Imports	19,933	
	326	Misc. Dom.	309	
		Total All Makes		
	749,305		753,884	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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But week's total is far behind last year's

Car production shows slight gain

By Michele Raquepau
Staff Writer

Production of cars by U. S. makers last week of 150,963 rose 3.16 percent over the 146,338 of the previous week.

Last week's total however, was 26.67 percent behind the 205,865 built in the comparable 1979 week.

Year-to-date auto production of 1,768,632 is a decline of 26.15 percent from the 2,395,054 built by this date in 1979.

General Motors leads in share of year-to-date output with 65.69 percent. Ford Motor Co. has 19.23 percent of the year's total, and Chrysler Corp. follows with 9.36 percent.

American Motors has 3.10 percent of year-to-date output. Volkswagen of America has 2.58 percent, and Checker, 0.04 percent.

All Chrysler and Ford auto assembly plants are working regular schedules this week. Last week, Ford's St. Louis, Lorain (O.), Wixom and Wayne passenger-car lines were closed.

Last Tuesday Ford announced it is eliminating one shift at its Wixom (Lincoln, Mark VI) assembly plant beginning today (March 31). The move will idle 1,900 hourly employes and 175 salaried.

Checker Motors was down last week to balance inventories. Checker is working a regular schedule this week.

VWoA is working one hour of overtime Monday through Thursday of this week for the fifth week in a row.

GM's Janesville point will be down Tuesday, Wednesday and Thursday of this week and the entire week beginning April 7. Janesville has been open only one day out of the last three weeks. The closing idles 3,500 workers.

At GM's Pontiac plant (LeMans, Grand Prix, Pontiac), production of the full-sized Pontiac only will be reduced from two shifts at 71 per hour to two shifts at 63 per hour beginning April 14. The companion Fisher Body plant will reduce regular Pontiac production from two shifts at 30 per hour to one shift at 44.

Also on April 14, production of full-size Buicks, Pontiacs and Oldsmobiles at the Fairfax point will be reduced from two shifts at 60 per hour to two shifts at 50 per hour.

Last week, GM's Fremont, Willow Run Tarrytown, Oklahoma City and St. Louis Corvette passenger lines worked six days. The St. Louis Chevrolet line is closed for the remainder of the model year.

Cadillac Detroit was closed last week but will resume work today (March 31) until mid-April.

The AMC plant in Kenosha is closed this week to balance dealer inventories. Kenosha was closed for three days last week because of a minor supplier strike.

U. S. CAR PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
AMERICAN MOTORS	4,525*	3,050*	4,525*	18,335*	27,884*	54,861*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	16,120	19,857	16,403	59,286	239,348	165,462
Plymouth Total	7,250	8,670	6,986	27,534	93,144	75,933
Horizon	3,200	3,371	3,169	13,009	45,605	40,611
Volare	3,300	5,299	3,206	12,393	45,858	27,841
'80 Gran Fury	650		541	1,775		6,367
Caravelle	100		70	357	1,681	1,114
Chrysler Total	2,520	3,732	2,612	7,604	52,468	21,464
Chrysler	420	3,302	391	1,158	26,151	4,420
LeBaron	2,100	430	2,221	6,446	26,317	17,044
Dodge Total	6,350	7,455	6,805	24,148	93,736	68,065
Omni	2,900	3,316	2,951	11,451	39,185	36,456
St. Regis	500	750	710	1,914	9,038	4,927
Diplomat	950	370	1,066	2,902	14,132	7,284
Aspen	2,000	3,019	2,078	7,881	31,381	19,398
FORD MOTOR	30,957	52,338	34,039	141,825	643,735	340,119
Ford Division	25,173	33,721	24,358	102,146	406,063	244,649
Pinto	3,629	4,288	3,556	10,421	47,515	18,813
Mustang II/Mustang	7,163	8,308	7,524	29,174	102,009	66,101
Fairmont	6,701	4,557	6,681	26,860	43,572	65,578
Granada		1,672		7,160	40,358	19,720
LTD II		696			12,552	
Thunderbird	4,000	7,898	3,034	15,638	89,983	44,550
Ford	3,680	6,302	3,563	12,893	70,074	29,887
L-M Division	5,784	18,617	9,681	39,679	237,672	95,470
Mercury Total	5,784	14,469	9,681	37,038	180,156	85,687
Bobcat	854	974	944	2,531	12,088	4,575
Capri	2,160	2,915	1,929	8,606	28,698	20,413
Zephyr	2,770	1,778	2,693	10,072	15,170	22,244
Monarch		793		2,019	22,615	6,036
Cougar/XR7		4,801	1,530	6,078	57,808	15,397
Mercury		3,208	2,585	7,732	43,777	17,022
Lincoln Total		4,148		2,641	57,516	9,783
Lincoln		2,279		943	28,126	3,432
Versailles				421	6,436	1,124
Mark VI		1,869		1,277	22,954	5,227
GENERAL MOTORS	94,452	126,896	88,197	374,351	1,445,382	1,161,829
Buick Division	19,404	18,443	20,317	78,551	210,882	225,606
Skyhawk		516			6,745	
Skylark/'79-'80	4,423	1,505	5,386	19,444	10,080	60,125
Century	4,390	1,143	4,451	17,582	13,760	45,235
Regal	5,162	6,264	4,985	19,641	73,503	55,281
Buick	4,309	7,272	4,326	17,116	88,575	49,408
Riviera	1,120	1,743	1,169	4,768	18,219	15,557
Cadillac Division	2,340	10,231	2,818	19,294	119,717	72,099
Seville	950	1,193	990	4,049	16,018	13,945
Cadillac		6,844	373	9,332	79,281	40,246
Eldorado	1,390	2,194	1,455	5,913	24,418	17,908
Chevrolet Division	36,749	56,042	36,812	152,756	612,927	484,310
Chevette	9,185	8,674	9,326	37,196	85,591	117,962
Monza	3,627	3,554	3,423	13,814	43,615	39,607
Camaro	3,270	6,369	3,115	12,324	80,756	35,566
Nova/Citation	9,818	5,822	9,692	39,413	32,963	121,147
Malibu	6,019	9,095	6,600	25,394	110,676	69,846
Monte Carlo	2,830	7,244	2,526	10,944	88,272	36,210
Chevrolet	960	14,295	1,137	9,491	158,524	51,355
Corvette	1,040	989	993	4,180	12,530	12,617
Oldsmobile Division	20,634	23,781	19,045	73,609	289,190	214,595
Starfire		409			5,488	
Omega/'79-'80	2,330	834	2,387	9,993	5,279	31,380
Cutlass	10,913	11,233	9,146	33,669	134,962	92,329
Oldsmobile	6,371	9,897	6,442	25,596	125,184	77,197
Toronado	1,020	1,408	1,070	4,351	18,277	13,689
Pontiac Division	15,325	18,399	9,205	50,141	212,666	165,219
Acadian†	795	402	732	2,873	6,248	5,793
Sunbird	2,933	2,271	2,844	11,718	26,874	39,238
Phoenix/'79-'80	2,677	2,257	2,479	11,060	8,174	34,070
Firebird	2,490	4,675	2,377	9,461	60,586	26,696
LeMans	1,635	2,344	437	4,163	28,630	15,329
Grand Prix	2,075	2,101		4,710	27,680	19,178
Pontiac	2,720	4,349	336	6,156	54,474	24,915
VOLKSWAGEN	4,809	3,724	3,174	18,452	37,571	45,596
CHECKER	100			270	1,134	765
Total Cars, U. S.	150,963	205,865	146,338	612,519	2,395,054	1,768,632

[redacted]

Truck production edges upward to 33,936 for week

Truck production last week by U. S. makers of 33,936 rose 4.78 percent over the previous week's 32,388, but was 58.65 percent behind the year-ago week's 82,080.

Year-to-date production of 487,655 is a drop of 53.14 percent from the 1,040,727 built by this date in 1979.

All General Motors assembly points are working regular schedules this week. Last week, the Chevrolet Flint number two van line was down, as were Janesville and St. Louis.

Production of Blazers and Suburbans at Chevrolet Flint is scheduled to decrease from two shifts at 36 units per hour to one shift at 24 per hour beginning today (March 31).

At the Chevrolet Detroit plant, production of light-duty truck chassis will be reduced from one shift at 14 units per hour to one shift at 12 units per hour beginning May 5.

Volkswagen of America is working one hour of overtime Monday through Thursday for the fifth week in a row.

All Chrysler Corp. and Ford Motor Co. plants are working regular schedules this week. Last week, Ford's Michigan, Norfolk and Twin Cities points were closed.

The American Motors Toledo Jeep plant closed March 17 and will not reopen until April 18.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 29, 1980	Same Week 1979	Week Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHEVROLET	12,270	26,988	5,421	42,997	325,778	168,756
DODGE/PLYMOUTH	3,480	7,538	1,676	14,114	148,211	37,553
FORD	10,871	29,555	20,268	62,856	362,678	179,153
GMC	4,548•	7,849	2,498	13,866	92,430	45,029
INTERNATIONAL		3,079			38,849	
MACK	625	985	617	2,568	9,960	7,879
WHITE	125	236	125	542	3,951	2,144
JEEP		4,500*		5,200*	41,545	25,668*
AM CORP.	430*	475*	430*	1,720*	5,725*	4,512*
VOLKSWAGEN	687		453	2,642		6,401
MISCELLANEOUS	900*	875	900	3,600	11,600	10,560*
Total Trucks, U. S.	33,936	82,080	32,388	150,125	1,040,727	487,655

CANADIAN TRUCK PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHRYSLER CORP.	1,600	2,149	1,591	4,779	26,977	7,876
FORD MOTOR	4,808	6,869	4,872	19,159	72,833	50,630
GENERAL MOTORS	5,974	7,440	6,121	24,329	82,837	71,820
AMERICAN MOTORS	900	1,460	900	3,539	17,759	8,481
INTERNATIONAL	465	443	313	1,406	5,562	3,221
MACK	60	90	62	253	1,005	763
WHITE	65	79	63	258	1,064	783
Total Trucks, Canada	13,872	18,530	13,922	53,723	208,037	143,574
N. American Trucks	47,808	100,610	46,310	203,848	1,248,764	631,229

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

•—Revised †—Now includes van production.

Canadian output of autos, trucks declines slightly

Car and truck production in Canada last week dropped slightly from the previous week.

Auto production last week of 22,917 fell 1.04 percent from the 23,159 built the previous week, and dropped 20.95 percent from the 28,989 assembled in the comparable 1979 week.

Year-to-date car production of 221,291 is a decline of 26.78 percent from the 302,247 built by this date in 1979.

General Motors produced 12,112 cars last week and has 63.28 percent of the year's output. Ford Motor Co. built 7,380 cars last week and is second in year-to-date production with 26.23 percent of the total.

Chrysler Corp. assembled 3,200 units last week and has 9.20 percent of year-to-date output. Volvo built 225 autos and has 1.29 percent of the total.

Truck production last week of 13,872 held steady with the 13,922 of the previous week.

Last week's figure was a drop of 25.14 percent from the 18,530 assembled in the same week of 1979.

Year-to-date truck production of 143,574 is a decline of 30.99 percent from the 208,037 built by March 31, 1979.

Chrysler's Windsor car and truck assembly plants are working regular hours this week, but Windsor car is scheduled to close for two successive weeks beginning April 7.

All GM car and truck assembly plants will be working regular schedules this week.

The AMC Jeep plant in Brampton, Ont., will be down this week for the third week in a row because of a closed supplier plant.

CANADIAN CAR PRODUCTION

	Week Ended March 29, 1980	Same Week 1979	Week Ended Mar. 22, 1980	March to Date	Jan. 1, to March 31, 1979	Jan. 1, to March 29, 1980
CHRYSLER CORP.	3,200	4,385	3,332	9,608	47,597	20,365
FORD MOTOR	7,380	7,991	7,444	29,385	89,940	58,052
GENERAL MOTORS	12,112	16,433	12,158	44,292	162,406	140,029
VOLVO	225	180	225	888	2,304	2,845
Total Cars, Canada	22,917	28,989	23,159	84,173	302,247	221,291
N. American Cars	173,880	234,854	169,497	696,692	269,730	1,989,923
N. American Trucks	47,808	100,610	46,310	203,848	1,248,764	631,229
North American Cars and Trucks	221,688	335,464	215,807	900,540	3,946,065	2,621,152

†—All Acadians are built for sale in Canada. *—Estimated.

NOTE

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1980

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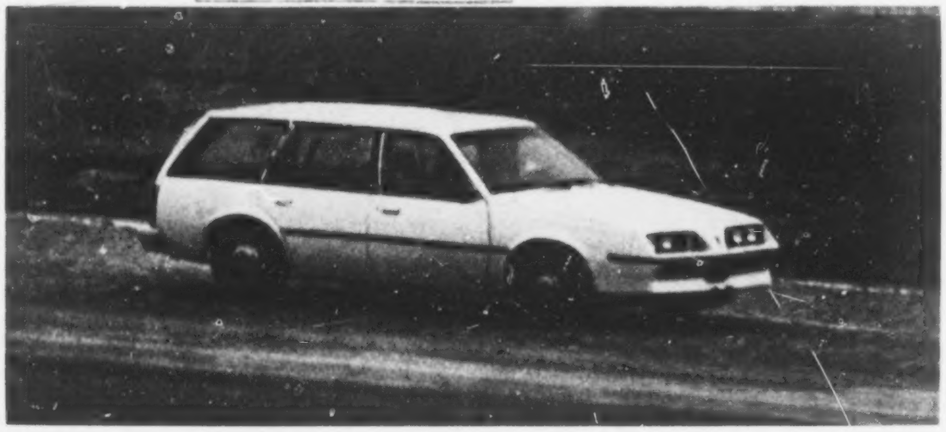
RECEIVED
1980

Pontiac's J-wagon



First look at GM's front-drive station wagon for '81½

First view of General Motors' new front-wheel-drive J-car station wagon shows unmistakable Pontiac family lineage. The wagon will be introduced alongside two-door sedan, four-door sedan and hatchback versions and offered by both Pontiac and Chevrolet. Slated for introduction in mid-1981, the new subcompacts will likely be certified as '82 models. Standard engine reportedly is a 1.8-liter inline four. The new wagon will compete head-on with new, small, front-drive wagons fielded by Ford Motor Co. and Chrysler Corp. in 1981.

U. S. study urges 85 MPG average for 1995 models

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An auto industry struggling to build cars capable of 30 to 40 MPG may be looking at a CAFE standard of 85 MPG by 1995, more than three times the level the makers must meet by 1985.

The recommendation is included in an unfinished government energy conservation/production potential study, known as the "Sawhill Project." "Sawhill" refers to John Sawhill, the Department of Energy deputy secretary.

A draft copy of the recommendations made by the group's Transportation Task Force and obtained by Automotive News suggests that the 85-MPG goal be reached in two stages, with cars and light trucks meeting a CAFE of 50 MPG by 1990 and 85 MPG by 1995.

The task force, chaired by Charles Gray of EPA's Emission Control Technology Division, projects this initiative could save about 5 million barrels of petroleum per day by the year 2000.

It also projects major financial impacts on the auto industry and recommends the government "set up a 50-percent guaranteed loan trust fund for the automobile industry during this period of major change."

As envisoned by the task force, a fleet meeting a 85-MPG CAFE would be composed largely of two-passenger urban vehicles with power sufficient to maintain a 55-MPH cruising speed and to accelerate to 50 MPH in 25 seconds.

Four and six-passenger autos and pickup trucks would comprise but 22 percent of the total fleet. The task force notes such a mix would nearly match the vehicle use now common in the U. S., in which 92 percent of all driving to and from work is done with no more than two persons in the car.

Engines would be of the two, three and four-cylinder variety—small in displacement but with large cylinders and low operating speeds.

PROCO (programmed combustion) and diesel engines would likely be the dominant types, with variations such as Volkswagen's experimental 70-plus MPG supercharged three-cylinder diesel that shuts off automatically at stop signs.

Continuously variable transmissions will probably replace the multispeed torque converters with lockup and manual transmissions which dominate now, the task force says, because they are much more responsive to optimal engine operation.

Fiat and its partners, DAF and Borg Warner, will probably

Continued on Page 38, Col. 3

Separate standards for makers suggested

New slant to light-truck MPG

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The White House Regulatory Analysis Review Group (RARG) has come up with an innovative approach for assessing light-truck fuel economy which it wants NHTSA to consider.

Instead of setting standards for light trucks and vans by classes as NHTSA has done — 4x2s, 4x4s and special, interim standards for International Harvester—RARG suggests separate standards for each truck maker based on predetermined fleet mix.

Such a change apparently is not precluded by the Energy Policy and Conservation Act (EPCA) which allows NHTSA flexibility in regulating the fuel economy of light trucks and vans.

RARG also envisages longer carry-forward and carryback provisions applied to trucks. It would also eliminate civil penalties for breaching standards and would change methodology to enable NHTSA to better evaluate non-dollar costs and benefits.

Auto makers have yet to react to the RARG document which stops short of a hard and fast recommendation, but Ford Motor Co. in the past has opposed separate treatment for companies.

Ford has supported a standard that would allow shifts between 4x4s and 4x2s to improve its average fuel economy, just as small cars can now offset larger ones in calculating CAFE.

The RARG suggestion is likely to be addressed through the docket at NHTSA and in Congress when the House Energy Subcommittee, chaired by Rep. John Dingell, Michigan Democrat, returns to fuel-economy hearings April 15.

The real purpose of setting separate fuel-economy standards for Ford, General Motors, Chrysler Corp., American Motors and IH based on their fleet mixes would be to allow makers to improve fuel economy at the lowest cost.

RARG notes the light-truck market is different from the car market. Some trucks carry more, some less. Some carry bulk, others people. Some makers, like IH and AMC, specialize in 4x4s. Some trucks are used for recreation, some off-road, some in cities. Hence, specialization.

A single standard for all trucks and all manufacturers is neither a fair nor an efficient way to improve fuel economy, RARG says.

Separate standards for different performance classes eliminate high-cost changes to meet a common standard and fleet mix changes. But these standards work only if achievable fuel-economy improvements differ greatly between classes and the classes make up different fractions of the various makers' fleets.

So far, NHTSA has used the

Continued on Page 34, Col. 1

To try variable displacements for 1981 models

Cadillac seeks new-engine waiver

WASHINGTON. — Cadillac will likely become the first of the domestic automakers to offer a variable displacement engine in the U. S., but General Motors is asking EPA for a little help, just to make sure.

(Automotive News reported Cadillac's upcoming variable-displacement engine March 10. That story said the engine would make use of Eaton's valve-selector system. The system was tested by Ford Motor Co. on some six-cylinder trucks and V-8 cars, but was rejected.)

Cadillac is hoping to offer the 6-liter electronic-fuel-injected engine as an option next year but the variable nature of the beast has made getting emissions under control a bit of a problem.

It is asking EPA to give it a waiver to 7 grams per mile from the 1981 Carbon Monoxide standard of 3.4 grams per mile, to bring the engine on board.

Such waivers are available under the Clean Air Act Amendments of 1977 if technology is not available and there is not a significant threat to the public health.

GM says both conditions apply in this instance. It says the three-way catalyst feedback control system used on the vehicle cannot cope, to the degree required, with CO emissions during the transition stages when the engine goes from running on four cylinders, to six cylinders, to eight cylinders and the reverse.

Granting the waiver would have negligible effect on the public health, GM said, because it projects selling no more than 100,000 of the engines in 1981, the last year of use of the 6-liter engine.

GM says granting the waiver will give the company time to further refine the electronic controls and catalyst technology for the fuel efficient variable displacement concept so that it should be able to meet the 3.4 gpm standard when and if used on future engine families.

GM projects that use of the variable displacement concept on the 6-liter engine will boost its fuel economy by 7 percent. Other sources have put the gain at 15 to 20 percent.

breaking news

Ford prices up $170

DEARBORN. — Ford Motor Co. last week raised its 1980 car prices an average of $170, or 2.2 percent. It is Ford's third boost since the end of the 1979 model year, with the three hikes totaling an estimated $669. Destination charges also were increased for the third time on 1980 models. They went up an average of $5 for a model-year total of $30. Ford cut the price of the 5-liter (302-CID) V-8 for Granada and Monarch by $107. It is now $81. Ford's price action followed a General Motors increase of $186. (Story on Page 3). Other domestic makers had not announced price revisions at presstime, but they were expected to follow GM and Ford.

More closings

DEARBORN. — Ford Motor Co. plans to permanently close two assembly plants and is considering closing a third as cost-cutting measures, according to company sources. Plants to be closed include Norfolk, Va., which builds light trucks, and Mahwah, N. J., where Fairmont and Zephyr are assembled.

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Service Index plummets to lowest level since 1974

By Francis J. Gawronski
Service Editor

Dealers' service and parts business in February recorded its poorest showing in almost six years.

According to the AUTOMOTIVE NEWS Service Index, dealers' service and parts business during February amounted to 94.3 percent of the volume achieved in the same month a year ago.

February's business was the worst since the initial fuel crunch in March, 1974, when the Service Index dipped to 92.9 percent of the business the year before. It also was the fifth poorest showing in the 19-year history of the Service Index.

Dealers blamed the current energy situation and the general economic downturn for the motorists' apathy toward car maintenance and the resultant decline in service and parts business.

Despite an 18.5 percent decline in repair orders written in February, total labor sales (customer-paid and warranty) advanced 10.6 percent. Dealers attributed the gain to inflation.

Dealers also pointed to inflation dollars for the showing recorded by gross profit on all labor, parts and accessory sales—the most important indicator from the dealers' viewpoint. February's gross profit was up 2.9 percent.

February sales of all parts and accessories dipped 6.1 percent while shop parts sales (those used on customer-paid and warranty repairs) were off 0.1 percent from the year-earlier figure.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all parts of the country.

The poor showing in February also pulled down the year-to-date Service Index to 95.2 percent of the business registered in the same period of 1979.

Repair orders for the two-month period were down 20.7 percent, while sales of all P&A declined 4.4 percent.

All other indicators were on the up side, led by labor sales which increased 6.3 percent.

Gross profit for the period increased 2.1 percent, while shop parts sales climbed 1.0 percent.

SERVICE INDEX
94.3*

	Feb '80 vs Feb '79	2 mos '80 vs 2 mos '79
Gross Profit on All Labor and P&A Sales	+ 2.9%	+ 2.1%
Repair Orders Written	—18.5%	—20.7%
Total Labor Sales (Customer & Warranty)	+10.6%	+ 6.3%
Shop Parts Sales (Customer & Warranty)	— 0.1%	+ 1.0%
Sales of All P&A	— 6.6%	— 4.4%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1980, was 94.3 percent of business in Feb., 1979. Service business in the two months of 1980 was 95.2 percent of business in the corresponding period in 1979.

4,376,218 cars built in first six months

Model year output down 12 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers during the first six months of the model year declined compared with the equivalent 1979 period, despite significant production increases in the subcompact and compact segments.

The 1980 model tally through March 1 was 4,376,218, which was 12.40 percent behind the 4,995,640 built in the comparable period last year.

Of the five market categories, the compact segment showed a remarkable gain of more than 44 percent and subcompacts topped last year's level by more than 20 percent, while the intermediate, standard and luxury divisions recorded production declines.

Production dropped in the first half of the model year for each of the Big Three, but American Motors and Volkswagen of America increased output over 1979 levels.

The 1980 subcompact run through March 1 was 855,568, a rise of 20.16 percent over the 712,051 built in the comparable 1979 period. Subcompacts had 19.55 percent of total production, a 5.49-percentage point increase over the 14.06 percent of last year.

For the second year in a row, the Chevrolet Chevette is the top nameplate in this segment with 232,583. Production of Chevettes rose 50.29 percent over the 154,751 built in this time period in 1979.

AMC's Spirit, a nameplate which has included the AMX since mid-1979, recorded the largest gain in subcompacts. The 45,755 Spirits built this year represented a 146.00 percent increase over the 18,525 of 1979.

General Motors' Starfire and Skyhawk were discontinued in early January of this year.

The compact group had a build of 1,545,740 units, up 44.61 percent from the 1,068,875 of 1979. Compacts had the greatest share of total output with 35.32 percent. Last year compacts took 25.52 percent of total output.

In the compact segment, the GM front-wheel-drive X-cars introduced last April made the largest production gains.

Chevrolet's X-car Citation grabbed the major share of the compact run with 405,345 cars, compared with 106,346 last year. It was a rise of 281.16 percent.

Another X-car, the Buick Skylark, experienced the largest overall percentage increase, with 162,294 produced this year, up 459.13 percent from the 29,026 of last year's period.

The remaining two X-cars, the Pontiac Phoenix and Oldsmobile Omega, more than tripled their 1979-period production.

AMC's 1980 Eagle had no comparison car in 1979, and the Pacer was discontinued in December of 1979.

The 1,045,396 intermediates built this year was a decline of 34.61 percent from the 1,598,681 of last year.

For the second year in a row, Intermediates also lost a share of the first-half production total, falling from 28.50 percent in 1979 to 23.89 percent in 1980.

Buick's Century and Regal were the only cars in the intermediate category to record any gains. The 189,254 Century/Regal cars built this year represented a gain of 8.07 percent from the 175,121 of 1979.

- Ford Motor Co.'s Cougar XR-7 lost the most in half-year production, falling 62.11 percent from 104,778 in 1979 to 39,704 this year.

Grand Prix and Granada production was sliced in half, compared with last year's level.

Ford's LTD II was discontinued at the end of June, 1979.

Standards, with 624,015 in 1980, fell by 47.62 percent from 1,191,281 last year.

Model - year production fell more than 35 percent for every nameplate in the standard class. Production of the Mercury Marquis dropped by more than 65 percent, and 56.88 percent fewer standard Fords were built in the first half of 1980 compared to 1979.

Chrysler Corp. also felt big losses, with production of the Chrysler New Yorker and Newport down more than 64 percent, and the Dodge St. Regis down more than 60 percent.

Production share of standards dropped from 23.53 percent in 1979 to 14.26 percent.

The Plymouth Gran Fury in the standard class had no 1979 comparison car.

Autos in the luxury category totalled 305,499 in 1980. This figure is a drop of 28.08 percent from the 424,752 of last year.

Luxury-car share of total production, at 6.98 percent, is down from the 8.39 percent the segment held in 1979.

Except for the Buick Riviera and the Oldsmobile Toronado, production declined for every car in the luxury class.

The 31,651 Rivieras built this year represented an increase of 22.65 percent over the 25,806 of the same period last year. Production of Toronado rose by 4.04 percent over the 26,589 of 1979.

AMC which builds only cars classified as subcompacts and compacts, had a total output of 140,208 in the first half of the model year, an increase of 123.45 percent over 1979 levels. AMC also increased its share of total output by 1.94 percentage points, to take 3.20 percent of the total.

The AMC Concord was that maker's top build for the second year in a row. Concord production of 52,145 increased by 39.21 percent over the 37,458 assembled by mid-model year, 1979.

VWoA captured 2.48 percent of output this year and built 108,268 Rabbits, an increase for the six-month period of 55.81 percent.

Chrysler built 430,678 cars in the first half of the model year, down 24.13 percent from the 567,658 of 1979. Chrysler experienced production declines in all three makes.

Production of Chrysler's top nameplate last year, the Volare, fell from 113,373 in 1979 to 73,480 in 1980. The Horizon, with 96,399 built, is the leading nameplate for Chrysler this year.

Plymouth, with its subcompact Horizon and compact Volare held onto its share of total production, but standard Chryslers and LeBarons dropped 1.15 percentage points in their slice of total production.

Dodge, which builds the small Omni and Aspen, fell 0.36 percentage points in its share of total production.

The 907,219 Ford Motor Co. units assembled this year represented a decline of 35.32 percent from the 1,402,615 built in the first half of 1979. Ford lost 7.35 percentage points in its share of total domestic production.

In the Ford Division, which declined 3.39 percentage points in its share of total output, only the Fairmont increased production. There were 152,638 Fairmonts built this year, up 35.66 percent from the 112,514 of 1979. It was the division's only nameplate that gained — 1.24 points — in share of total output.

Production of Ford's leading nameplate this year, the Mustang, actually declined compared to first - half, 1979. The 153,317 Mustangs built is a drop of 18.57 percent from the 188,272 of 1979. Last year the company's top nameplate was full-size Ford.

Lincoln - Mercury Division's share of total output fell 3.96 percentage points from 1979. In the Mercury lineup, only pro-

Continued on Page 31, Col. 1

MODEL RUN OUTPUT IN U. S.

September 1, 1979 through February 29, 1980

BY SIZE CLASSIFICATION

1980 Total	Make	1979 Total	Pct. Change '79 vs '80
	SUBCOMPACTS		
7,953	Acadian	7,609	+ 4.52
——	AMX	1,695	——
45,755	Spirit	18,525	+146.99
8,322	Skyhawk	10,466	− 20.49
232,583	Chevette	154,751	+ 50.29
81,124	Monza	86,990	− 6.74
82,098	Omni	74,552	+ 10.12
96,223	Pinto	111,425	− 13.64
22,374	Bobcat	26,870	− 16.73
8,237	Starfire	10,431	− 21.03
96,399	Horizon	91,675	+ 5.15
66,232	Sunbird	47,576	+ 39.21
108,268	Rabbit	69,486	+ 55.81
855,568	TOTAL	712,051	+ 20.16
	COMPACTS		
52,145	Concord	37,458	+ 39.21
40,562	Eagle	——	——
1,746	Pacer	5,070	− 65.56
162,294	Skylark	29,026	+459.13
96,009	Camaro	147,334	− 34.84
405,345	Citation	106,346	+281.16
60,087	Aspen	79,772	− 24.68
152,638	Fairmont	112,514	+ 35.66
153,317	Mustang	188,272	− 18.57
45,906	Capri	56,521	− 18.78
39,543	Zephyr	38,376	+ 3.04
79,409	Omega	16,836	+371.66
73,480	Volare	113,373	− 35.19
72,404	Firebird	112,115	− 35.42
110,855	Phoenix	25,862	+328.64
1,545,740	TOTAL	1,068,875	+ 44.61
	INTERMEDIATES		
4,520	Caravelle	5,498	− 17.79
189,254	Century/Regal	175,121	+ 8.07
160,837	Malibu	265,043	− 39.32
91,235	Monte Carlo	173,632	− 47.45
48,909	LeBaron	79,554	− 38.52
24,963	Diplomat	41,675	− 40.10
53,577	Granada	110,650	− 51.58
106,082	Thunderbird	152,473	− 30.43
39,704	Cougar XR-7	104,778	− 62.11
18,127	Monarch	44,960	− 59.68
227,239	Cutlass/Cutlass Supreme	249,529	− 8.93
43,499	Grand Prix	93,082	− 53.27
37,450	LeMans	68,750	− 45.53
——	LTD II	33,936	——
1,045,396	TOTAL	1,598,681	− 34.61
	STANDARDS		
107,999	Buick	171,086	− 36.87
156,979	Chevrolet	313,013	− 49.85
20,860	Chrysler	58,027	− 64.05
9,357	Dodge	23,532	− 60.24
86,151	Ford	199,778	− 56.88
31,075	Mercury	91,301	− 65.96
149,625	Oldsmobile	231,163	− 35.27
10,005	Plymouth	——	——
51,964	Pontiac	103,381	− 49.74
624,015	TOTAL	1,191,281	− 47.62
	LUXURY		
31,651	Buick Riviera	25,806	+ 22.65
102,375	Cadillac	147,699	− 30.69
32,417	Eldorado	35,443	− 8.54
28,635	Seville	33,726	− 15.10
20,257	Chevrolet Corvette	24,728	− 18.08
26,081	Lincoln Continental	62,703	− 58.41
32,795	Mark IV	51,459	− 36.27
3,626	Versailles	16,599	− 78.16
27,662	Oldsmobile Toronado	26,589	+ 4.04
305,499	TOTAL	424,752	− 28.08
4,376,218	GRAND TOTAL	4,995,640	− 12.40

U. S. CARS BUILT THROUGH FEBRUARY 29, 1980

MODEL-YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Percentage Pt. Change
AMERICAN MOTORS	140,208	3.20	62,748	1.26	+ 1.94
Eagle	40,562	0.93	....	....	+ 0.93
Concord	52,145	1.19	37,458	0.75	+ 0.44
AMX	....	....	1,695	0.04	− 0.04
Pacer	1,746	0.04	5,070	0.10	− 0.06
Spirit	45,755	1.04	18,525	0.37	+ 0.67
CHRYSLER CORP.	430,678	9.84	567,658	11.36	− 1.52
Plymouth Total	184,404	4.21	210,546	4.22	− 0.01
Horizon	96,399	2.20	91,675	1.84	+ 0.36
Volare	73,480	1.68	113,373	2.27	− 0.59
'80 Gran Fury	10,005	0.23	....	....	+ 0.23
Caravelle	4,520	0.10	5,498	0.11	− 0.01
Chrysler Total	69,769	1.60	137,581	2.75	− 1.15
Chrysler	20,860	0.48	58,027	1.16	− 0.68
LeBaron	48,909	1.12	79,554	1.59	− 0.47
Dodge Total	176,505	4.03	219,531	4.39	− 0.36
Omni	82,098	1.88	74,552	1.60	+ 0.28
St. Regis	9,357	0.21	23,532	0.83	− 0.62
Diplomat	24,963	0.57	41,675	0.47	+ 0.05
Aspen	60,087	1.37	79,772	1.49	− 0.12
FORD MOTOR	907,219	20.73	1,402,615	28.08	− 7.35
Ford Division	647,988	14.81	909,048	18.20	− 3.39
Pinto	96,223	2.20	111,425	2.23	− 0.03
Must./Must. II	153,317	3.50	188,272	3.77	− 0.27
Fairmont	152,638	3.49	112,514	2.25	+ 1.24
Granada	53,577	1.23	110,650	2.22	− 0.99
LTD II	....	....	33,936	0.68	− 0.68
Thunderbird	106,082	2.42	152,473	3.05	− 0.63
Ford	86,151	1.97	199,778	4.00	− 2.03
L-M Division	259,231	5.92	493,567	9.88	− 3.96
Mercury Total	196,729	4.49	362,806	7.26	− 2.77
Bobcat	22,374	0.51	26,870	0.54	− 0.03
Capri	45,906	1.05	56,521	1.13	− 0.08
Zephyr	39,543	0.90	38,376	0.77	+ 0.13
Monarch	18,127	0.41	44,960	0.90	− 0.49
Cougar/XR7	39,704	0.91	104,778	2.09	− 1.18
Mercury	31,075	0.71	91,301	1.83	− 1.12
Lincoln Total	62,502	1.43	130,761	2.62	− 1.19
Lincoln	26,081	0.60	62,703	1.26	+ 0.34
Versailles	3,626	0.08	16,599	0.33	− 0.25
Mark V	32,795	0.75	51,459	1.03	− 0.28
GENERAL MOTORS	2,789,845	63.75	2,893,133	57.91	+ 5.84
Buick Division	499,520	11.41	411,505	8.24	+ 3.17
Skyhawk	8,322	0.19	10,466	0.21	− 0.02
Skylark/79-80	162,294	3.71	29,026	0.58	+ 3.13
Century/Regal	189,254	4.32	175,121	3.51	+ 0.81
Buick	107,999	2.47	171,086	3.42	− 0.95
Riviera	31,651	0.72	25,806	0.52	+ 0.20
Cadillac Division	163,427	3.74	216,868	4.34	− 0.60
Seville	28,635	0.66	33,726	0.67	− 0.01
Cadillac	102,375	2.34	147,699	2.96	− 0.62
Eldorado	32,417	0.74	35,443	0.71	+ 0.03
Chevrolet Division	1,244,369	28.43	1,271,837	25.46	+ 2.97
Chevette	232,583	5.31	154,751	3.10	+ 2.21
Monza	81,124	1.85	86,990	1.74	+ 0.11
Camaro	96,009	2.19	147,334	2.95	− 0.76
Nova/Citroen	405,345	9.26	106,346	2.13	+ 7.13
Malibu/Chevelle	160,837	3.68	265,043	5.31	− 1.63
Monte Carlo	91,235	2.09	173,632	3.47	− 1.38
Chevrolet	156,979	3.59	313,013	6.26	− 2.67
Corvette	20,257	0.46	24,728	0.50	− 0.04
Oldsmobile Division	492,172	11.25	534,548	10.70	+ 0.55
Starfire	8,237	0.19	10,431	0.21	− 0.02
Omega 79-80	79,409	1.82	16,836	0.34	+ 1.48
Cutlass	227,239	5.19	249,529	4.99	+ 0.20
Oldsmobile	149,625	3.42	231,163	4.63	− 1.21
Toronado	27,662	0.63	26,589	0.53	+ 0.10
Pontiac Division	390,357	8.92	458,375	9.17	− 0.25
Acadian*	7,953	0.18	7,609	0.15	+ 0.03
Sunbird	66,232	1.51	47,576	0.95	+ 0.56
Phoenix '79-'80	110,855	2.53	25,862	0.52	+ 2.01
Firebird	72,404	1.66	112,115	2.24	− 0.58
LeMans	37,450	0.86	68,750	1.38	− 0.52
Grand Prix	43,499	0.99	93,082	1.86	− 0.87
Pontiac	51,964	1.19	103,381	2.07	− 0.88
VOLKSWAGEN	108,268	2.48	69,486	1.39	+ 1.09
Total Cars, U. S.	4,376,218	100.00	4,995,640	100.00	....

*—All Acadians are built for sale in Canada.

factories list auction dates

American Motors

Apr. 8—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Apr. 9—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Apr. 10—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 7—Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 8—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 11 — Fioyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 14 — Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

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Apr. 25 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

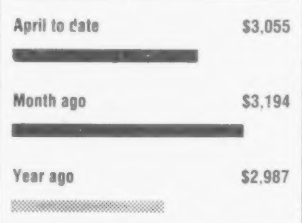
Model breakdown

Auction averages

	April To Date	March	Feb
1980	$7,286	$6,799	$6,313
1979	5,586	5,108	5,151
1978	3,288	3,533	3,755
1977	2,651	2,691	2,790
1976	1,854	2,069	2,214
1975	1,681	1,769	1,836
1974	1,339	1,375	1,392
1973	1,101	991	1,127
Overall Average	$3,055	$3,112	$3,207

Used car sales

Auction averages



Ford Motor Co.

April 8—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Harrisonburg Auto Auction, I 81, Exit 52, Harrisonburg, Va..

April 9—Nashville Auto Auction, 1406 Lebanon rd., Nashville, Tenn.

April 10—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 15 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

April 16 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 17 — Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

April 22 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

April 23 — Northway Exchange, Route 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

April 24—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

U. S. makers schedule 1,930,367 cars

2nd-quarter output to fall 22 pct.

By Michele Raquepau
Staff Writer

The second-quarter projection by U. S. makers of 1,930,367 cars is a decline of 22.32 percent from the second-quarter total of 2,485,124.

Only American Motors and Volkswagen of America have planned production increases for April, May and June over 1979 levels.

AMC projects 50,200 units will be assembled in the next three months, an increase of 1.31 percent over the 1979 total of 49,551. VWoA has forecasted 63,113 Rabbits for the second quarter, a 43.69 percent increase over the 43,924 of last year.

Chrysler Corp. plans 160,000 units, a drop of 44.49 percent from the 288,224 of the second quarter last year. Ford Motor Co. projects 428,000 cars, a decline of 27.09 percent from the 586,987 of 1979.

General Motors forecasts 1,228,000 autos will be built in the second quarter, down 18.95 percent from the 1,515,170 of last year. Checker Motors has 1,054 planned a drop of 16.88 percent from 1979's total of 1,268.

The first-quarter total of 1,799,224 was a decline of 25.51 percent from the 2,415,422 assembled in the first three months of 1979.

AMC built 51,347 cars in January, February and March, an 83.26 percent rise over the 28,018 of 1979. VWoA assembled 47,882, up 27.65 percent over the 37,510 built in the first three months of 1979.

- Planned auto production for April of 623,195 is a decline of 14.43 percent from the 728,277 assembled in April, 1979.

AMC has scheduled 16,380 units for April, up 29.18 percent over the 12,680 it built in the same month last year. VWoA plans to build 20,375 cars this month, a rise of 81.01 percent over the 11,256 of April, 1979.

Chrysler plans 54,000 units this April, a drop of 12.68 percent from the 61,840 of last year. Ford has scheduled 138,000, a decline of 24.05 percent from last April's 181,704. And GM has planned 394,000, a decline of 14.43 percent from the 460,447 of April, 1979.

Auto production last week of 132,222 fell 12.70 percent from the previous week's 151,465 and was a drop of 6.13 percent from the 140,859 built in the comparable 1979 week.

Year-to-date car production of 1,896,651 is a decline of 26.22 percent from the 2,570,581 built by this date in 1979.

All Chrysler plants were closed April 4 for Easter. Chrysler's Newark assembly plant is closed for one week beginning today (April 7). St. Louis closed April 3 for two weeks. When St. Louis resumes work April 21, line speed will be reduced from 840 units per day to 640 per day.

- AMC's Kenosha plant resumes work on a regular schedule today (April 7). Kenosha was closed last week to balance dealer inventories.

VWoA is working one hour of overtime Monday through Wednesday of this week on both shifts. This is the sixth successive week of overtime for VWoA.

Ford's Atlanta (Ford), St. Louis (Mercury), and Lorain (Cougar, XR-7, Thunderbird) assembly plants are closed for two weeks beginning today (April 7). Passenger car operations at Chicago, Louisville and Wayne are also down this week.

Beginning today (April 7) eight GM plants will be closed for one week to balance dealer inventories.

The Janesville (Chevrolet) and Fairfax (Buick, Oldsmobile, Pontiac) assembly plants are closed this week. When they resume operations on April 14, line speed will be reduced from 60 per hour to 50 per hour on both shifts.

The Cadillac Detroit point and the companion Fisher Body plant are also down this week. During the weeks beginning April 14, and 21, only one shift will work at Cadillac.

GM's Lansing point (Cutlass, Delta 88 and 98) and the companion Fisher Body plant are closed this week.

The Pontiac (LeMans, Grand Prix, Pontiac) plant and the companion Fisher Body point are also down this week. When Pontiac resumes operations April 14, line speed will be cut from 71 units per hour to 63 per hour on both shifts.

All GM plants were closed April 4 for the Easter holiday.

April schedule for trucks is 47 pct. below '79

Scheduled truck production by U. S. makers for April of 137,438 is a drop of 47.72 percent from the 262,986 assembled in April of 1979.

Only the miscellaneous truck makers scheduled increases this month over 1979 totals. Planned April production of 3,960 by miscellaneous makers is an increase of 34.69 percent over the 2,940 built in April, 1979.

The 7,055 scheduled by Jeep is a 59.98 percent drop from the 17,627 built last April. Ford Motor Co. plans 47,000, a decline of 52.74 percent from the 99,457 assembled last year.

General Motors has scheduled 58,000, down 44.98 percent from the 105,409 of April, 1979, and Chrysler Corp. has 13,500 planned, a decline of 34.59 percent from last April's 20,638.

Last week's production of 31,452 rose 2.63 percent over the previous week's 30,646, but was a drop of 34.79 percent from the 48,230 built in the comparable 1979 week.

The Jeep Toledo plant closed March 17. Jeep will not reopen until April 18. AM General was closed Friday of last week and today (April 7) for the Easter holiday.

All Chrysler truck plants are working regular schedules this week.

GM's Janesville and St. Louis points are down this week to balance dealer inventories. Janesville was closed last Wednesday also.

The medium-duty truck line at Pontiac is also closed this week because of a materials shortage.

Ford's Kansas City (Wayne) Michigan, Norfolk and Twin Cities assembly points are down for two weeks beginning today (April 7). Closed this week are Louisville and San Jose.

Canada plans April increase in car, truck output

Car and truck production planned for April by Canadian makers is higher than April, 1979, totals.

Scheduled auto production of 82,585 is a 4.25 percent rise over the 79,216 assembled in this month last year.

Ford Motor Co. plans to build 26,504 cars this month, a 26.00 percent increase over the 21,035 of 1979. Volvo has scheduled 945 units, up 31.80 percent over the 717 of last April.

Chrysler Corp. predicts 7,680 autos will be built, a decline of 19.87 percent from the 9,584 of 1979. And General Motors has scheduled 47,456, down 0.89 percent from the 47,880 of last April.

Auto production last week of 17,993 fell 22.96 percent from the 23,355 of the previous week, but rose 25.33 percent over the 14,357 of the comparable 1979 week.

Chrysler was closed this week in 1979.

Year-to-date production of 239,722 is a drop of 23.25 percent from the 312,353 built by this date in 1979.

Truck production planned for April of 53,151 is a 0.92 percent increase over the 52,666 of April, 1979.

Only Ford, GM and Mack plan to build more trucks this April than they did last, though.

Truck production last week of 9,201 declined 33.08 percent from the previous week's 13,750. Last week's figure was a drop of 11.05 percent from the 10,344 built in the same week of 1979.

GM's Oshawa No. 2 line is down this week. The closing affects production of full-size Chevrolets and Pontiacs.

GM closed its plants April 4 for the Easter holiday.

Chrysler's Windsor car assembly plant is closed beginning today (April 7) for two weeks.

U. S. CAR PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
AMERICAN MOTORS	2,978*	3,050*	4,525*	15,381	31,068	53,134*
Eagle				3,421		
Concord				7,066		
'78 AMX						
Pacer						
Spirit				4,894		
CHRYSLER CORP.	13,045	6,735	16,351	62,813	246,395	178,738
Plymouth Total	5,800	2,993	6,966	28,678	96,614	81,449
Horizon	2,600	916	3,087	13,523	46,556	43,098
Volare	2,600	1,960	3,257	13,021	48,267	30,398
'80 Gran Fury	500		468	1,690		6,685
Caravelle	100	117	154	444	1,791	1,268
Chrysler Total	2,075	1,157	2,954	8,628	53,210	23,973
Chrysler	375		643	1,512	25,853	5,018
LeBaron	1,700	1,157	2,311	7,116	27,357	18,955
Dodge Total	5,170	2,585	6,431	25,507	96,571	73,316
Omni	2,300	896	3,033	12,181	40,071	38,889
St. Regis	420		507	2,029	9,388	5,354
Diplomat	750	512	784	2,899	14,742	7,868
Aspen	1,700	1,177	2,107	8,398	32,370	21,205
FORD MOTOR	33,248	31,238	30,888	150,027	677,306	373,298
Ford Division	23,644	17,923	25,705	108,868	424,264	268,825
Pinto	2,765	3,249	3,683	11,138	50,649	21,632
Mustang II/Mustang	5,492	5,804	7,549	31,073	108,786	71,979
Fairmont	5,326	1,330	6,831	28,289	44,797	71,034
Granada	2,696	1,641		7,885	42,073	22,416
LTD II		591			12,958	
Thunderbird	4,546	5,050	3,992	16,884	94,665	49,088
Ford	2,819	258	3,650	13,599	70,336	32,676
L-M Division	9,604	13,315	5,183	41,159	253,042	104,473
Mercury Total	8,926	8,902	5,183	38,413	191,106	94,012
Bobcat	573	614	813	2,659	12,656	5,107
Capri	1,484	1,956	1,783	8,532	32,247	21,520
Zephyr	1,552	610	2,587	10,278	15,942	23,613
Monarch	995	814		2,214	23,379	7,031
Cougar/XR7	2,264	3,328		6,481	61,507	17,661
Mercury	2,058	1,580		8,249	45,375	19,080
Lincoln Total	678	4,413		2,746	61,936	10,461
Lincoln	239	2,318		972	30,451	3,671
Versailles	149	201		461	6,630	1,273
Mark VI	290	1,894		1,313	24,855	5,517
GENERAL MOTORS	79,001	98,429	94,172	394,771	1,573,196	1,240,550
Buick Division	15,838	15,578	19,610	82,579	230,464	241,650
Skyhawk		152			7,218	
Skylark/'79-'80	3,356	1,433	4,574	20,507	11,974	63,632
Century	3,676	1,084	4,397	18,453	14,981	48,918
Regal	4,388	6,108	5,293	20,150	80,082	59,800
Buick	3,447	5,562	4,262	17,918	96,052	52,808
Riviera	971	1,239	1,084	4,951	20,157	16,492
Cadillac Division	5,077	7,734	2,251	20,370	128,958	77,087
Seville	543	976	910	4,195	17,023	14,448
Cadillac	3,349	5,244		10,037	85,273	43,595
Eldorado	1,185	1,514	1,341	6,138	26,662	19,044
Chevrolet Division	28,742	41,690	36,148	160,909	667,860	512,451
Chevette	7,170	8,136	9,262	39,104	96,321	125,209
Monza	2,861	871	3,604	14,579	45,179	42,445
Camaro	2,802	5,049	3,123	12,783	87,590	38,221
Nova/Citation	6,890	5,368	10,133	42,552	38,725	128,352
Malibu	5,197	8,236	6,317	26,976	120,711	75,341
Monte Carlo	2,122	3,627	2,711	11,346	92,381	38,213
Chevrolet	960	9,604		9,246	173,344	51,355
Corvette	740	799	998	4,323	13,609	13,315
Oldsmobile Division	17,339	20,883	20,919	78,213	315,066	232,219
Starfire		103			5,982	
Omega/'79-'80	1,830	692	2,661	10,771	6,365	33,541
Cutlass	9,540	10,623	10,777	35,916	148,206	101,733
Oldsmobile	5,097	8,100	6,503	27,019	134,176	82,426
Toronado	872	1,365	978	4,507	20,337	14,519
Pontiac Division	12,005	12,544	15,244	52,700	230,848	177,143
Acadian†	616	334	807	3,055	6,180	6,421
Sunbird	2,339	564	2,905	12,235	29,128	41,549
Phoenix/'79-'80	2,100	1,910	2,631	11,675	10,302	36,124
Firebird	1,806	3,677	2,390	9,841	65,757	28,402
LeMans	1,572	1,924	1,636	4,526	31,094	16,902
Grand Prix	1,396	1,403	2,087	4,569	29,508	20,586
Pontiac	2,176	2,732	2,788	6,799	58,879	27,159
VOLKSWAGEN	3,865	1,346	5,446	20,032	41,382	50,098
CHECKER	85*	61	83	270	1,234	833
Total Cars, U. S.	132,222	140,859	151,465	643,294	2,570,581	1,896,651

CANADIAN CAR PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHRYSLER CORP.	2,560		3,248	10,307	40,131	22,973
FORD MOTOR	5,432	4,547	7,545	30,815	92,475	63,649
GENERAL MOTORS	9,776	9,630	12,337	51,456	177,263	150,030
VOLVO	225	180	225	1,113	2,484	3,070
Total Cars, Canada	17,993	14,357	23,355	93,691	312,353	239,722
N. American Cars	150,215	155,216	174,820	736,985	2,882,934	2,136,373
N. American Trucks	40,653	58,574	44,396	211,692	1,334,474	666,581
North American Cars and Trucks	190,868	213,790	219,216	948,677	4,217,408	2,802,954

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHEVROLET	6,379	12,664	10,830	43,493	352,380	173,695
DODGE/PLYMOUTH	3,100	1,894	2,056	13,469	151,661	39,229
FORD	16,262	20,059	11,018	67,144	382,462	195,562
GMC	3,374	4,463	3,880	14,038	99,272	47,735
INTERNATIONAL		3,019			42,172	
MACK	500	735	625	2,793	10,945	8,379
WHITE	100	246	125	570	4,186	2,244
JEEP		4,000*		6,742	50,888	26,180
AM CORP	284*	450*	430*	583	6,562	2,395*
VOLKSWAGEN	553		782	2,878		7,049
MISCELLANEOUS	900*	700	900	4,500	12,295	11,460*
Total Trucks, U. S.	31,452	48,230	30,646	156,215	1,112,823	513,928

CANADIAN TRUCK PRODUCTION

	Week Ended April 5, 1980	Same Week 1979	Week Ended March 29, 1980	March Estimate	Jan. 1, to April 7, 1979	Jan. 1, to April 5, 1980
CHRYSLER CORP.	1,280	1	1,613	5,118	21,696	9,169
FORD MOTOR	2,654	3,723	4,665	19,984	83,360	53,141
GENERAL MOTORS	4,880	4,983	6,120	24,966	89,063	76,846
AMERICAN MOTORS		1,035	898	3,537	19,229	8,479
INTERNATIONAL	290	451	332	1,340	6,005	3,378
MACK	45	78	55	258	1,095	803
WHITE	52	73	67	274	1,203	837
Total Trucks, Canada	9,201	10,344	13,750	55,477	221,651	152,653
N. American Trucks	40,653	58,574	44,396	211,692	1,334,474	666,581

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

*—Revised †—Now includes van production.

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rec'd 4/14/80

Automotive News®

Detroit, April 14, 1980

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New-car inventory sliced; 61-day supply on hand

By Richard A. Wright
Assistant Managing Editor

While the domestic auto industry has been suffering from hard times in recent months, its inventory house is in pretty good order as a result of production cutbacks and a pickup in the selling pace during March.

The industry had 1,567,187 new cars in stock April 1, a 61-day supply, compared with 1,610,544 a month earlier, which was a 68-day stock. The industry opened April last year with a much bigger 1,974,082 unit count, but at last year's higher sales rate that was only a 62-day supply.

All the U. S. makers trimmed both unit counts and days' supply figures during March.

General Motors had a 59-day supply April 1, down slightly from 60½ days a month earlier. Chevette stocks plunged during the month to the shortage-ridden level of the X-body cars, while stocks of Monte Carlo and Grand Prix were burdensome.

Ford Motor Co. opened April with a 60-day supply, down from 74 days a month earlier. As the small-car segment continued to dominate the sales scene, Fairmont and Zephyr dipped to tight levels.

Chrysler Corp. also cut its supply during the month and entered April with a 77-day supply, compared with 106 days a month earlier. Horizon and Omni were moving down near shortage levels again and the very heavy stocks of some of the corporation's larger cars dropped to more manageable levels.

American Motors had an 80-day supply April 1, compared with 103 days a month earlier, while Volkswagen of America had a very lean 21-day supply, down from 32 a month earlier.

The April 1 domestic inventory was divided this way: GM, 56.40 percent; Ford Motor Co., 24.85 percent; Chrysler Corp., 14.55 percent; AMC, 3.22 percent, and VWoA, 0.98 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.91 percent; Ford Motor Co., 24.56 percent; Chrysler Corp., 15.12 percent; AMC, 3.20 percent, and VWoA, 1.21 percent.

• By size class, stocks of subcompact, compact and intermediate cars were down, while standard and luxury cars increased from a month earlier.

On April 1, the industry had a lean 40½-day supply of subcompacts, a 50-day stock of compacts and a 70-day supply of intermediates. A month earlier, it had a 52-day supply of subcompacts, a 57½-day stock of compacts and enough intermediates for 81 days.

Standards increased from 82 days to 86½ days during March, while the luxury segment jumped from 75 to 81 days.

The April 1 inventory was

Continued on Page 61, Col. 4

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Apr. 1, 1980	Mar. 1, 1980	Apr. 1, 1979
Spirit	65	76	96
Concord	62	101	102
Eagle	148	149½	—
Pacer	124	136	204
AMERICAN MTRS.	80	102½	106
Horizon	42	61	19
Volare	102½	125	73½
Gran Fury	47	86	84
Plymouth	63	83½	45
LeBaron	82	118½	114
Cordoba	125	214	187
Chrysler	92	126	95
Chrysler	97½	145	119
Omni	46	62	19
Aspen	117	141½	91
Diplomat	100½	143	177
Mirada	105	199	196
St. Regis	76½	127	91½
Dodge	79	107	74
CHRYSLER CORP.	77	106	73
Pinto	83	75	53
Mustang	89	76	53
Fairmont	32	43	60
Granada	106	109	81
Thunderbird	46	74	78
Ford	92	130	119
Ford	60	73	71
Bobcat	94	71	42
Capri	70	75	40
Zephyr	32	39	70
Monarch	97	93	72
Cougar XR-7	51	78	83
Mercury	75	79	98
Mercury	58	67	70
Versailles	65	119	119
Lincoln	97	161	47
Mark VI	88	123	73
Lincoln	90	137	65½
FORD MOTOR CO.	60	74	71
Skyhawk	89	85½	46
Skylark	18	16½	76
Century	48½	41½	56
Regal	67	68	45
LeSabre	107	69	56
Electra	118	71	78
Riviera	115	57	17
Buick	61	50	51½
Seville	86	77	59
Cadillac	86	73	50
Eldorado	63	50½	36
Cadillac	80	69	48
Chevette	28	39	24
Monza	41	51	30
Citation	26	30	103
Camaro	86	96	28
Malibu	64	79	62½
Monte Carlo	111½	124½	109
Chevrolet	87½	79	83
Corvette	47	52	24
Chevrolet	54	62	60½
Starfire	60	73	29
Omega	24	23	84
Cutlass	41	36½	45
Supreme	55	54	43½
Olds 88	60½	53	35½
Olds 98	73	66	45
Toronado	74	63½	30
Oldsmobile	51	47	41
Sunbird	34	52	27
Phoenix	19	16½	101
Firebird	113	118½	26
LeMans	93	94	71
Grand Prix	115	123½	84
Pontiac	107½	95	94
Pontiac	75½	81½	62
GENERAL MOTORS	59	60½	55
VOLKSWAGEN	21	32	17
TOTAL CARS, U.S.	61	68	62

breaking news

William Clay Ford named vice chairman

DEARBORN.—William Clay Ford, 55, has been elected vice chairman of Ford Motor Co. He had been vice president—product design. Ford will continue as chairman of the Executive Committee and will chair the board of directors in the absence of the Chairman Philip Caldwell. Continuing to report to Ford will be Eugene Bordinat Jr., design vice president, and Lewis C. Veraldi, vice president—advanced vehicles development.

Survival of MG hinges on EPA waiver

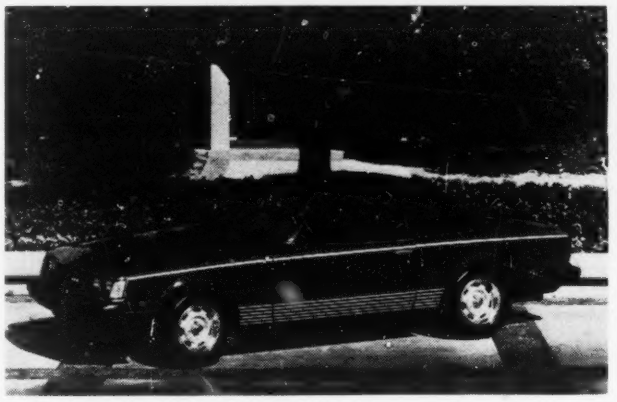
DETROIT. — Unless the EPA grants a waiver on 1981 emission standards for the MG-B, "there will be no MG car company," according to Peter Sprague, president of Aston Martin, which recently agreed to purchase the MG factory and rights to the marque from BL. A new engine has been designed for the British sports car, but won't be available until mid-1981. The current engine, Sprague said, won't meet the '81 standards — one of the reasons BL originally planned to phase out MG production in Britain.

Four-door Escort/Lynx due in '82

DEARBORN.—The four-door hatchback version of Ford Motor's new front-wheel-drive Escort and Lynx models will

NEWSPAPER

Toyota goes European



Celica ragtop conversion

Grandeur Motor Car Corp.'s Toyota Celica ST/GT convertible is a two-seater with European lines. The Pompano Beach (Fla.) company produces it exclusively for Toyota dealers, in a three-to-four-week turnaround period. Suggested retail price is $14,500.

Late-year turnaround seen for heavy trucks

By Jack Walsh
Truck Editor

Heavy-truck sales in the first three months of 1980 dropped 20 percent below last year's record levels, pretty much as the industry expected, and the outlook for the remainder of the year is shaky because of high money costs, inflationary pressures and economic uncertainties.

Any turnaround in the big-truck market is unlikely before the end of the third quarter, in the opinion of many industry leaders. At the same time, they say an upturn will hinge on some relief from the problems which caused the first-quarter slump.

ATD Show Extra following Page 32.

In 1979, the nation's retail outlets sold a record 223,166 Classes 7 and 8 trucks. Forecasts of 1980 heavy-truck sales by truck executives responding to an Automotive News survey vary widely. Predictions range from 180,000 to 210,000 units.

With little relief in sight for a leveling of gasoline prices, industry leaders anticipate another strong year for mid-range diesels as cost-conscious truck operators find it increasingly easier to justify the higher initial expense in switching from gasoline to diesel power.

In 1978, about 20 percent of new trucks in the mid-range market were powered by diesel, and most industry leaders think that by the middle of the 1980s, half of all new trucks sold in this segment will be equipped with diesel engines.

• In the first three months, 45,366 Classes 7 and 8 trucks were retailed in the U. S., compared with 57,134 units a year ago, the alltime first-quarter high. March sales were down 30.2 percent, from a record 21,333 a year ago to 14,888. It was the lowest March total in four years.

In spite of the dismal first-quarter and the gloomy prospects for the next six months, it won't be a bad year.

"Even though the overall market will be down in 1980," said H. K. Tooman, executive vice president for marketing, Mack Trucks, Inc., "it should be a good year when you consider the fact that we are coming off the greatest heavy-duty truck year in the industry in 1979."

In Tooman's opinion, there will be an improvement in sales in the first half of 1981 over this year.

Chrysler is given gloomy report by U.S. watchdogs

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The seriousness of Chrysler Corp.'s situation is "not to be underestimated" even though the company has "made considerable progress," said the Chrysler Guarantee Board in its first report to Congress.

Chrysler has submitted revised operating and financing plans as well as others for energy savings, productivity improvements and employe stock ownership. All are being reviewed by the board.

The board consists of Treasury Secretary G. William Miller, Federal Reserve Board Chairman Paul Volcker and Comptroller General Elmer Staats.

Chrysler now estimates its 1980 losses at between $550 million and $650 million, but the board said recent economic developments and lower-than-expected sales may worsen the situation.

Interim financing may be needed, it said, over and above the $100 million short-term loan from PSA Peugeot-Citroen, the

Continued on Page 61, Col. 1

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1.5 million cars in stockpile good for 61 days of selling

Continued from Page 1

divided this way among the size classes: Subcompact, 14.54 percent; compact, 24.90 percent; intermediate, 32.86 percent; standard, 20.89 percent, and luxury, 6.81 percent.

A month earlier, the inventory was divided as follows: Subcompact, 15.98 percent; compact, 23.98 percent; intermediate, 32.95 percent; standard, 20.52 percent, and luxury, 6.57 percent.

- The April 1 days-supply figures by market class were:

Subcompact—Rabbit, 21; Chevette, 28; Sunbird, 34; Monza, 41; Horizon, 42; Omni, 46; Starfire, 60; Spirit, 65; Pinto, 83; Skyhawk, 89, and Bobcat, 94.

Compact—Skylark, 18; Phoenix, 19; Omega, 24; Citation, 26; Fairmont, 32; Zephyr, 32; Concord, 62; Capri, 70; Camaro, 86; Mustang, 89; Volare, 102½; Firebird, 113; Aspen, 117; Pacer, 124, and Eagle, 148.

Intermediate — Cutlass, 41; Thunderbird, 46; Century, 48½; XR-7, 51; Supreme, 55; Malibu, 64; Regal, 67; LeBaron, 82; LeMans, 93; Monarch, 97; LTD II, 98; Diplomat, 100½; Mirada, 105; Granada, 106; Monte Carlo, 111½; Grand Prix, 115, and Cordoba, 125.

Standard — Gran Fury, 47; Olds 88, 60½; Electra, 63; Olds 98, 73; Mercury, 75; St. Regis, 76½; Chevrolet, 87½; Ford, 92; Chrysler, 92; LeSabre, 107, and Pontiac, 107½.

Luxury—Corvette, 47; Eldorado, 63; Versailles, 65; Toronado, 74; Cadillac, 86; Seville, 86; Mark VI, 88; Lincoln, 97, and Riviera, 115.

factories list auction dates

American Motors

Apr. 15—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 16—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Apr. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 14 — Southeastern Auto Auction, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Apr. 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Apr. 17—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Apr. 18—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 25 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

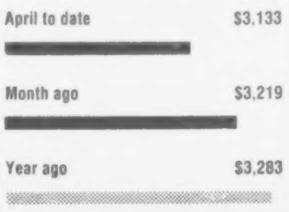
Model breakdown

Auction averages

	April To Date	March	Feb
1980	$6,702	$6,799	$6,313
1979	5,205	5,108	5,151
1978	3,449	3,533	3,755
1977	2,627	2,691	2,790
1976	2,021	2,069	2,214
1975	1,663	1,769	1,836
1974	1,300	1,375	1,392
1973	1,050	991	1,127
Overall Average	$3,133	$3,112	$3,207

Used car sales

Auction averages



Ford Motor Co.

April 15 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

April 16 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 17 — Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

25-year award

V. J. Bueltel, left, owner Bueltel, Inc., El Campo, Tex., receives an award for 25 years of service with Pontiac from R. J. Durand, Houston zone manager.

April 22 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

April 23 — Northway Exchange, Route 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

April 24—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

March total is 894,636

Car sales down 19.8 pct. for month

By Jenny L. King
Staff Writer

March new-car sales reflected the depressed economy, lack of customer enthusiasm and a general shortage of money as the total dropped 19.80 percent compared with the same month a year ago. Combined domestic and import deliveries were 894,636, down from 1,115,517.

Year-to-date sales totaled 2,516,591, down 8.57 percent from 2,752,516.

U. S. auto makers reported a 22.46-percent drop for March, by far the largest monthly decline this year. January sales were down 8.81 percent, and February sales dropped 12.51 percent. Third - period domestic sales tumbled a startling 36.77 percent in March.

As has been the pattern for some time, the domestic small-car specialists wrote sales success stories while the Big Three turned in gloomy reports. American Motors sales jumped 44.24 percent to 16,467 from 11,416, while Volkswagen of America sales reached 18,977, up 10.72 percent from 17,139.

General Motors' March passenger-car sales slipped 19.31 percent to 390,371 from 483,770 last year. Ford Motor Co. reported a 30.06-percent slump, 167,362 compared with 239,294. Chrysler Corp.'s sales of 76,969 were down 31.68 percent from 112,652.

GM improved its share of the domestic market in March, climbing to 58.25 percent compared with 55.97 percent a year ago. This was a departure from January and February of this year, though, when GM captured 64.80 percent and 62.89 percent of the market.

Ford's share of the March domestic market was 24.97 percent, down from 27.69 percent. Chrysler earned 11.49 percent, compared with 13.04 percent a year ago, while AMC climbed to 2.46 percent from 1.32 percent and VWoA captured 2.85 percent, up from 1.98 percent.

- Sales of new imported cars were off in March from a year earlier by 10.65 percent, but it was still the third highest total for imports in history.

Imported - car sales totaled 224,490, compared with 251,246 a year earlier. This year's March total was surpassed only by last March and by May of last year, which was the biggest import month ever with sales of 255,161.

First - place Toyota notched sales of 58,525 units, a record for the month, but most of the high - volume Japanese lines were down from the preceding year.

Volkswagen imports were less than half the preceding year's March total because all Rabbits are now built in the U. S. and none are imported.

The popularity of diesels led to a record monthly sales performance by Peugeot. Of its 1,184 sales, 1,026 were diesel-powered.

Despite the March decline compared with a year ago, total import sales for the first three months were still well ahead of last year. Sales in the first quarter this year were 667,449, up 17.52 percent from 567,947 last year.

- All of the domestic makes save AMC and VWoA were down for the month, with luxury-car specialists Lincoln and Cadillac suffering the greatest sales drops. Lincoln sales were off 55.68 percent, to 6,938 from 15,656, while Cadillac reported a 44.51-percent drop, to 17,924 from 32,301.

Plymouth sales declined 33.14 percent, Dodge was down 32.60 percent and Chrysler dropped 27.30 percent in March.

Ford reported a sales decline of 24.32 percent, and Mercury was down 38.76 percent.

Among the GM divisions, Buick fared best, with a 9.65-percent sales drop. Chevrolet sales were off 14.76 percent, Oldsmobile was down 23.10 percent, Pontiac dropped 25.09 percent and Cadillac was at minus 44.51 percent.

Based on 26 selling days this March, the daily selling rate of 25,775 was down 19.48 percent from last year's 27-day rate of 32,010.

Top-selling nameplates for the month were Chevrolet Chevette, at 44,442; Chevrolet Citation, 39,452; Ford Fairmont, 38,616; standard Chevrolet, 27,581, and Chevrolet Malibu, 26,536.

Domestic sales for the first quarter of the calendar year totaled 1,849,142, down 15.35 percent from 2,184,569 in 1979. GM first quarter sales of 1,143,052 were down 8.81 percent from 1,253,511. GM earned 61.81 percent of the market for the quarter, up from 57.38 percent.

Ford Motor Co.'s totaled 428,386 during the first quarter, down 28.24 percent from 596,946 last year. Chrysler Corp. sales of 188,737 were down 28.62 percent from 264,413. AMC sales leaped 41.84 percent, to 40,933 from 28,858, and VWoA sales climbed 17.61 percent, to 48,034 from 40,841.

Ford's share of the first quar-

Continued on Page 57, Col. 1

Where auto market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	146,084	16.33
COMPACT	201,371	22.51
INTERMEDIATE	190,267	21.27
STANDARD	98,215	10.98
LUXURY	34,209	3.82
IMPORT	224,490	25.09
TOTAL	894,636	100.00

IMPORTED CAR SALES

	March, 1980	March, 1979	Three months, 1980	Three months, 1979
Alfa Romeo	350	378	747	896
Arrow	7,400	5,964	21,814	11,588
Audi	4,655	4,464	12,096	11,812
BMW	3,129	3,206	9,664	8,136
Challenger	1,779	1,817	4,396	4,324
Colt	6,571	6,848	20,933	14,013
Datsun	48,320	49,136	140,168	105,107
Fiat	6,162	6,150	12,098	13,688
Fiesta	7,466	8,018	21,312	18,085
Honda	30,307	40,649	91,413	92,936
Jaguar	232	419	769	1,092
Lancia	278	137	631	447
Mazda	11,819	16,192	38,159	31,152
Mercedes-Benz	4,390	5,793	13,950	13,170
MG	1,024	2,144	2,540	4,332
Opel		1,777		4,668
Peugeot	1,184	1,115	3,468	2,609
Porsche	1,109	1,323	3,238	3,218
Renault	2,737	2,424	6,228	4,041
Saab	1,291	1,710	3,704	3,959
Sapporo	1,322	1,487	3,322	3,395
Subaru	10,907	14,041	36,949	32,419
Toyota	58,525	51,197	174,076	107,184
Triumph	885	1,163	2,358	2,411
Volkswagen	7,670	18,348	27,736	58,411
Volvo	4,978	5,406	15,680	14,854
TOTAL	224,490	251,246	667,449	567,947

DOMESTIC CAR SALES

	March 21 to March 31, 1980	Same Period, 1979	March, 1980	Same Month, 1979	Jan. 1 to March 31 1980	Same Period, 1979
Spirit/Gremlin			5,525	4,080	14,646	9,289
Concord/Hornet			7,745	6,612	16,666	17,547
Pacer			259	724	907	2,022
Eagle			2,938		8,714	
AMERICAN MOTORS*	4,800†	4,700†	16,467	11,416	40,933	28,858
Horizon	6,953	10,191	17,115	24,128	43,276	53,843
Volare	4,037	10,208	9,856	17,873	23,004	40,813
Voyager		548		1,069		2,647
Fury		160		397		1,425
Plymouth	947		2,090		3,757	
Total Plymouth	11,937	21,107	29,061	43,467	70,837	98,728
LeBaron	3,814	4,105	8,189	8,632	18,835	23,379
Cordoba	2,191	2,054	5,398	4,406	13,638	13,851
Chrysler	1,301	6,111	3,926	11,052	10,252	24,350
Total Chrysler	7,306	12,270	17,513	24,090	42,725	61,580
Omni	5,559	8,714	13,482	19,470	34,872	44,334
Aspen	3,021	6,433	6,897	11,921	17,689	27,011
Sportsman		1,540		3,151		8,371
Diplomat	1,862	1,853	4,031	3,838	9,194	10,385
Monaco		193		381		1,368
Mirada/Magnum	1,688	955	3,741	2,029	8,287	5,885
Dodge	844	3,138	2,244	4,305	5,133	6,751
Total Dodge	12,974	22,826	30,395	45,095	75,175	104,105
CHRYSLER CORP.	32,217	56,203	76,969	112,652	188,737	264,413
Pinto	4,680	9,555	13,193	23,014	40,068	55,210
Mustang	9,207	14,070	25,049	32,708	65,885	76,369
Fairmont	11,298	16,554	38,616	37,045	91,045	84,738
Club Wagon		1,784		4,140		11,188
Granada	2,422	6,528	6,585	15,022	19,743	38,960
LTD II	112	1,572	405	4,054	1,336	12,550
Thunderbird	6,442	8,383	23,483	20,672	52,881	55,111
Ford	5,967	11,485	15,737	25,968	39,476	73,876
Ford Division	40,128	69,931	123,068	162,623	310,434	408,002
Bobcat	980	2,681	2,746	6,012	8,601	13,962
Zephyr	3,819	5,355	11,311	11,399	26,996	27,395
Monarch	729	3,399	2,217	7,356	7,529	16,523
Cougar		203		469		2,463
XR-7	2,876	5,890	8,838	13,819	21,395	34,007
Capri	2,531	5,408	6,728	11,467	18,170	25,208
Mercury	1,774	4,478	5,516	10,493	15,471	27,499
Total Mercury	12,709	27,414	37,356	61,015	98,162	147,057
Versailles	249	631	689	1,500	1,674	4,069
Lincoln	861	3,726	2,881	8,326	7,833	21,928
Mark VI	1,040	2,568	3,368	5,830	10,253	15,890
Total Lincoln	2,150	6,925	6,938	15,656	19,760	41,887
L-M Division	14,859	34,339	44,294	76,671	117,922	188,944
FORD MOTOR	54,987	104,270	167,362	239,294	428,386	596,946
Skyhawk	248	842	755	1,960	2,807	4,784
Skylark	6,010	1,526	15,974	4,414	46,340	13,143
Century	4,158	1,864	12,702	4,558	35,063	14,717
Regal	5,289	10,623	16,720	26,312	47,466	56,864
LeSabre	2,821	5,830	7,302	14,107	25,137	38,994
Electra	1,501	3,452	3,975	8,452	15,327	26,135
Riviera	1,041	2,984	2,601	6,636	10,586	17,531
Buick Division	21,068	27,121	60,029	66,439	182,726	182,168
Seville	983	1,798	3,324	4,697	10,631	12,847
Cadillac	2,919	7,684	10,297	20,500	36,285	57,007
Eldorado	1,258	2,905	4,303	7,104	13,269	19,001
Cadillac Division	5,160	12,387	17,924	32,301	60,185	88,855
Chevette	16,150	16,153	44,442	40,630	115,905	88,928
Monza	5,457	7,574	14,448	18,566	39,129	42,627
Citation/Nova	14,597	4,665	39,452	12,068	105,757	33,742
Sportvan		1,567		3,600		8,945
Camaro	4,535	10,412	11,539	25,552	32,838	65,176
Malibu	10,187	15,248	26,536	36,178	70,359	93,110
Monte Carlo	5,398	11,791	14,891	26,720	44,159	67,545
Chevrolet	7,806	19,451	27,581	46,679	93,466	128,461
Corvette	1,236	1,610	3,517	4,004	9,611	10,034
Chevrolet Division	65,366	88,471	182,406	213,997	511,224	538,568
Starfire	214	821	881	2,361	3,296	5,447
Omega	2,262	553	8,510	2,044	23,014	6,256
Cutlass	4,864	2,873	18,574	9,365	55,624	24,180
Supreme	5,954	13,929	21,766	40,477	66,284	100,049
Olds 88	3,508	8,180	14,232	26,260	42,761	65,914
Olds 98	1,525	2,894	6,117	9,172	19,147	26,528
Toronado	865	1,789	3,229	5,657	10,581	15,114
Oldsmobile Division	19,192	31,039	73,309	95,336	220,707	243,488
Sunbird	4,906	4,374	14,520	11,062	35,637	24,641
Phoenix	2,660	1,204	8,691	3,424	26,575	9,889
Firebird	2,727	7,442	7,806	18,514	23,494	48,430
LeMans	2,005	4,478	6,780	11,016	22,133	30,072
Grand Prix	2,972	6,518	9,411	16,048	29,244	43,832
Pontiac	2,643	6,592	9,495	15,633	31,127	43,668
Pontiac Division	17,913	30,608	56,703	75,697	168,210	200,432
GENERAL MOTORS	128,699	189,626	390,371	483,770	1,143,052	1,253,511
VOLKSWAGEN	8,826	8,207	18,977	17,139	48,034	40,841
INDUSTRY TOTALS	229,529	363,006	670,146	864,271	1,849,142	2,184,569
IMPORT TOTAL			224,490	251,246	667,449	567,947
U. S. TOTAL			894,636	1,115,517	2,516,591	2,752,516

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate

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March auto sales dip 19.8 percent from 1978 level

Continued from Page 56

ter market was 23.17 percent, down from 27.33 percent from 1979. Chrysler earned 10.21 percent of the market, down from 12.10 percent. AMC sales accounted for 2.21 percent, up from 1.32 percent, and VWoA earned 2.60 percent, up from 1.87 percent.

The best selling nameplate during the first quarter was Chevrolet Chevette with sales of 115,905. It was followed by Chevrolet Citation at 105,757, standard Chevrolet at 93,446, Ford Fairmont at 91,045 and Chevrolet Malibu at 70,359.

The daily selling rate averaged 24,015 for the first quarter, down 15.35 percent from 28,371 in 1979.

Domestic sales for the final period in March totaled 229,529, down 36.77 percent from 363,006 last year.

The market class breakdown for March reflected the continuing trend toward small domestic and imported cars. U. S. subcompacts accounted for 16.33 percent of the market; compacts were 22.51 percent; imports were 25.09 percent; intermediates were 21.27 percent, while standard-size cars were only 10.98 percent and luxury models 3.82 percent of the total market.

Milestone unit about a month behind 1979

Auto makers reach two million

Year-to-date auto production by U. S. makers exceeded two million last week.

Despite many plant closings, 118,166 units were assembled last week to bring the year-to-date total to 2,012,285.

The last year auto makers failed to build two million cars by the end of the first quarter was 1975.

In 1979, the two-million mark was reached in the week ended March 17.

Last week's production, however, dropped 8.89 percent from the previous week's 129,690 and was a decline of 3.54 percent from the 122,497 built in the comparable 1979 week.

The year-to-date figure is a 24.54 percent decrease from the 2,666,653 built by this date in 1979.

General Motors, American Motors and Volkswagen of America have increased their shares of year-to-date production compared with 1979.

GM has 65.60 percent of the total, compared with 61.42 percent in 1979. AMC has 2.79 percent of year-to-date production, up from 1.25 percent last year. And VWoA has increased its share to 2.63 percent from 1.46 percent.

Ford Motor Co.'s portion of year-to-date output has fallen from 26.49 percent by this date in 1979 to 19.66 percent.

Chrysler Corp. has maintained 9.28 percent of production this year compared with 9.33 percent in 1979.

Checker Motors has 0.04 percent of output this year. Checker had 0.05 percent by this date in 1979.

Chrysler's St. Louis assembly plant, which closed April 3, is not scheduled to reopen until April 21. The Lynch Rd. plant will also be down for one week beginning today (April 14).

Last week, Chrysler's Newark and Belvidere points were down.

GM's Linden (Riviera, Toronado, Eldorado, Seville) plant will be down for two weeks beginning today (April 14). Its Norwood (Camaro, Firebird) point will be closed for one week beginning today.

Cadillac Detroit and the companion Fisher Body plant will have only one shift working for two weeks starting today.

GM currently has 80,000 workers on indefinite layoff. This week's closings bring the number of temporary layoffs to 10,850.

Truck production continues its downward trend

U. S. truck production last week of 20,416 fell 39.03 percent from the previous week's 33,486, and was a drop of 42.69 percent from the 35,622 assembled in the comparable 1979 week.

Year-to-date truck production of 536,378 is a decline of 52.70 percent from the 1,134,054 built by this date in 1979.

The first-quarter total of 498,294 was a drop in output of 50.33 percent from the 1,003,218 units produced in the first three months of 1979, with production declines for every maker.

Chrysler Corp. registered the greatest loss with 36,939 units assembled, down 73.00 percent from the 136,827 built in 1979.

AM General built 2,111 units in the first three months of 1980, a drop of 65.46 percent from the 6,112 of 1979. GMC assembled 45,259 trucks, down 51.19 percent from the 92,716 of the first quarter last year.

The breakdown for the other truck makers was:

Chevrolet, 175,949, a drop of 42.81 percent from 307,633; Ford, 183,468, a decrease of 47.26 percent from 347,899; Mack, 8,016, a decline of 21.30 percent from 10,185; White, 2,171, down 44.75 percent from 3,927; miscellaneous trucks, 11,460, a drop of 2.55 percent from 11,760 in the first quarter of 1979, and Jeep, 26,180, a fall of 44.75 percent from 47,388.

Volkswagen trucks have no comparison figures, and International has been on strike since Nov. 1, 1979.

Chrysler's Missouri plant is down for one week beginning today (April 14).

The Jeep Toledo plant closed March 17 and is not scheduled to reopen until April 18.

GM's St. Louis plant will be closed this week for the second week in a row. Line One at the Chevrolet Flint point will be down for two weeks beginning today (April 14).

The closings idle 4,300 workers.

U. S. CAR PRODUCTION

	Week Ended April 12, 1980	Same Week 1979	Week Ended April 5, 1980	Total March	Jan. 1, to April 14, 1979	Jan. 1, to April 12, 1980
AMERICAN MOTORS	2,978*	2,440*	2,978*	15,381	33,508*	56,112*
Eagle				3,421		
Concord				7,066		
'78 AMX						
Pacer						
Spirit				4,894		
CHRYSLER CORP.	7,760	3,020	13,191	62,813	248,830	186,644
Plymouth Total	3,610	1,495	5,611	28,678	97,827	84,870
Horizon	3,250	1,495	2,585	13,523	47,762	46,333
Volare			2,629	13,021	48,267	30,427
'80 Gran Fury	360		281	1,690		6,826
Caravelle			116	444	1,798	1,284
Chrysler Total	850		2,219	8,628	53,217	24,967
Chrysler	850		604	1,512	25,853	6,097
LeBaron			1,615	7,116	27,364	18,870
Dodge Total	3,300	1,525	5,361	25,507	97,786	76,807
Omni	2,900	1,525	2,311	12,181	41,277	41,800
St. Regis	400		447	2,029	9,388	5,781
Diplomat			901	2,899	14,744	8,019
Aspen			1,702	8,398	32,377	21,207
FORD MOTOR	22,029	28,930	33,528	150,027	706,322	395,607
Ford Division	16,162	18,776	24,588	108,868	442,771	285,931
Pinto	3,332	2,562	2,752	11,138	53,291	24,951
Mustang II/Mustang	6,259	4,915	5,951	31,073	113,590	78,697
Fairmont	6,571	1,699	5,391	28,289	46,434	77,670
Granada		2,008	3,097	7,885	44,016	22,817
LTD II		523			13,381	
Thunderbird		3,912	4,578	16,884	98,588	49,120
Ford		3,157	2,819	13,599	73,471	32,676
L-M Division	5,867	10,154	8,940	41,159	263,551	109,676
Mercury Total	4,805	7,343	8,142	38,413	198,792	98,033
Bobcat	651	681	601	2,659	13,254	5,786
Capri	2,085	1,168	1,089	8,532	33,700	23,210
Zephyr	2,069	836	1,511	10,278	16,832	25,641
Monarch		787	592	2,214	24,212	6,628
Cougar/XR7		2,607	2,281	6,481	64,151	17,678
Mercury		1,264	2,068	8,249	46,643	19,090
Lincoln Total	1,062	2,811	798	2,746	64,759	11,643
Lincoln	486	1,467	302	972	31,922	4,220
Versailles		142	151	461	6,779	1,275
Mark VI	576	1,202	345	1,313	26,058	6,148
GENERAL MOTORS	82,432	88,023	76,082	394,771	1,637,862	1,320,063
Buick Division	18,084	12,937	15,634	82,579	240,875	259,530
Skyhawk		351			7,255	
Skylark/'79-'80	4,919	1,159	3,505	20,507	13,066	68,700
Century	4,475	849	3,522	18,453	15,865	53,239
Regal	5,245	4,871	4,300	20,150	84,787	64,957
Buick	2,200	4,558	3,382	17,918	99,124	54,943
Riviera	1,245	1,149	925	4,951	20,778	17,691
Cadillac Division	2,100	6,518	3,820	20,370	134,445	77,930
Seville	590	770	436	4,195	17,776	14,931
Cadillac		4,343	2,475	10,037	89,247	42,721
Eldorado	1,510	1,405	909	6,138	27,422	20,278
Chevrolet Division	37,576	37,256	29,536	160,909	693,710	550,821
Chevette	9,380	7,011	7,244	39,104	101,252	134,663
Monza	3,515	1,994	3,191	14,579	45,370	46,290
Camaro	3,580	4,197	2,552	12,783	90,409	41,551
Nova/Citation	10,424	4,373	7,084	42,552	42,773	138,970
Malibu	7,069	7,252	4,976	26,976	126,547	82,189
Monte Carlo	2,808	2,970	2,084	11,346	94,953	40,983
Chevrolet		8,818	1,660	9,246	178,218	52,055
Corvette	800	641	745	4,323	14,188	14,120
Oldsmobile Division	15,304	18,394	17,142	78,213	330,016	247,326
Starfire		234			5,999	
Omega/'79-'80	2,712	526	1,859	10,771	6,884	36,282
Cutlass	11,457	9,908	9,253	35,916	156,297	112,903
Oldsmobile		6,705	5,182	27,019	139,682	82,511
Toronado	1,135	1,021	848	4,507	21,154	15,630
Pontiac Division	9,368	12,918	9,950	52,700	238,816	184,456
Acadian†	600	277	670	3,055	6,449	7,075
Sunbird	2,885	1,278	1,776	12,235	29,203	43,871
Phoenix/'79-'80	3,273	1,617	1,654	11,675	11,786	38,951
Firebird	2,180	3,119	1,425	9,841	67,718	30,201
LeMans	430	1,765	1,222	4,526	32,405	16,982
Grand Prix		1,796	1,376	4,569	30,874	20,566
Pontiac		3,066	1,827	6,799	60,381	26,810
VOLKSWAGEN	2,882		3,841	19,916	38,856	52,956
CHECKER	85	84	70	270	1,275	903
[illegible] Cars, U. S.	118,166	122,497	129,690	643,178	2,666,653	2,012,285

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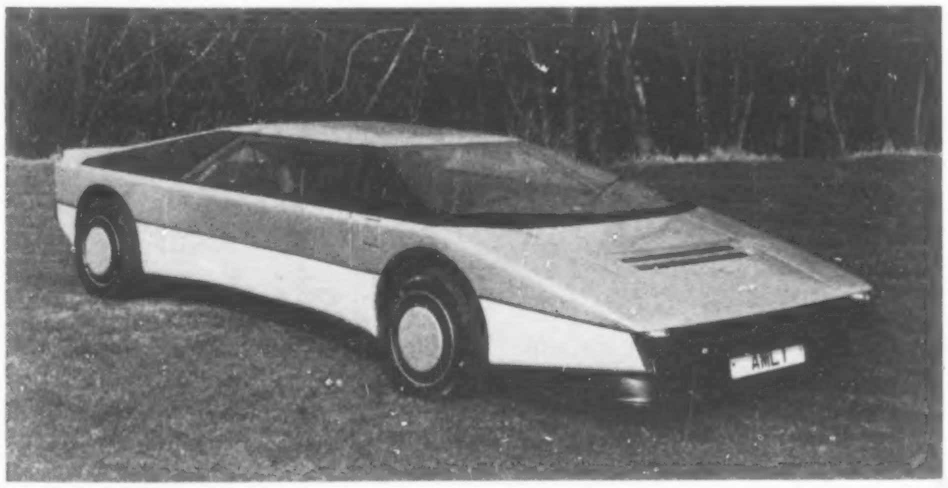
Ultimate Supercar



British Bulldog

The Aston Martin gull-wing Bulldog stands 43 inches high and has a rated top speed of 190 MPH, spurred by its twin-turbocharged midship-mounted 5.3-liter V-8. Called by its builders the ultimate supercar, Bulldog features a five-speed gearbox and five headlamps, concealed behind a flap. Instrumentation is digital. It is the only one produced and probably will remain that way, according to Aston Martin. Another picture of the Bulldog is on Page 2.

Ford bites bullet: Shuts plants, cuts shifts; 15,000 out

By Robert M. Lienert
Editor

DEARBORN. — Ford Motor Co. last week announced three plant closings, production cutbacks at four plants and the firing of 15,000 employes in a drastic effort to stop the flow of red ink in its North American Automotive Operations.

The actions are designed to slash the company's costs by $1.5 billion annually, although savings this year will fall far short of that.

Harold A. Poling, on the job for only a month as executive vice president for Ford's North American Automotive Operations (NAAO), said, "These actions are a necessary and unavoidable response to the unprecedented changes in the size and composition of the domestic automobile market and Ford's decreased market share."

Ford's belt-tightening moves are as follows:

1. Closing the Mahwah (N. J.) assembly plant, which will end car production on June 20.

2. Eliminating one shift each at the Michigan Truck Plant and at assembly plants in Kansas City, St. Louis and Oakville, Ont.

3. Phasing out the Dearborn Specialty Foundry and the Castings Plant in Windsor, Ont.

4. Job termination for 15,000, including 6,100 salaried employes — with some of the latter on Ford's bonus list.

Ford's North American operations lost money last year, although the company reported a profit, thanks to excellent business overseas. A "leaked" memo indicated that Ford's North American losses reached $1 billion.

Ford Motor lost money in the fourth quarter last year and has said it will lose money through the first half this year. Reliable sources say that Ford's North American loss for the full year this year will range from $2.2 to $2.5 billion.

Reports that Ford was preparing to take drastic cost-cutting measures had circulated in Detroit circles for weeks, and had especially centered on high-level early retirements.

Poling was asked whether the white-collar departures included any vice presidents.

"We have not announced any (such terminations) and will not announce any today," Poling replied. Some newsmen took that to mean that he had not shut the door on such a possibility.

Poling also hinted at further moves when he said, "We are continuing to look for every possible additional profit and productivity improvement, including a possible reduction in stamping capacity.

"We also anticipate some changes in the structure of our staffs and operations."

Poling said, however, that unless Ford's production schedule drops "substantially, we see no further action (cutbacks) at the assembly plants."

Poling said if a stamping plant were closed, work would be shifted to one or more of Ford's other four stamping plants. There might be "minor" outside purchases, he said, but no foreign procurement.

• Poling said, "We know that the things we are about to do will be painful and difficult for a lot of people and we understand very well what they will mean to a large number of dedi-

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Ranks of idle grow

General Motors layoffs increase by 12,000.

Chrysler Corp. to trim white-collar ranks.

See Page 2.

Nissan confirms its 1983 plan to build light pickups in U. S.

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Ending months of speculation here and in Japan, Nissan Motor Co., Ltd., announced last week it would begin building its popular light pickup trucks here within three years.

Executive Vice President Masataka Okuma said Nissan will begin late this year to build a $300-million assembly plant, either in the Southeast or in one of the Great Lakes states.

He said a final site decision will be made in less than six months and that the 500-acre tract will be large enough for whatever expansions might be needed.

He reiterated Nissan's intention to not build automobiles here.

In full production — three years from now—the plant is expected to employ 2,200 workers and turn out 10,000 units per month.

Okuma said Nissan is projecting the minimum value of local content in the trucks will be 40 percent at startup but that this will rise to more than 50 percent. Initially Nissan will buy headlamps, heaters, air conditioners, mufflers, exhaust tubes, radiators, chassis springs, radios, glass, tires and batteries here, Okuma said.

Engine and power train components will continue to be imported from Japan, as will instrument clusters and the like. Body panels will be stamped here, using U. S. made steel.

"This investment commitment in the U. S. is one of our company's most important decisions in our strategy of internationalization," Okuma said. "We are convinced that this strategy is the best way to maintain Datsun's strong position in the highly competitive light-truck market."

Nissan and Toyota have been under intense pressure lately from the U. S. and Japanese governments to locate some type of assembly plant here in the

Continued on Page 64, Col. 1

breaking news

Carter rejects curbs on imports

WASHINGTON. – President Carter has rejected outright any restraint on imported cars just to protect domestic makers, but he welcomed the upcoming Honda, Nissan and Volkswagen plants to create U. S. jobs. He encouraged American companies to shift to small cars as soon as possible.

Loan funds available to dealers

WASHINGTON. – Some of the $1 to $3 billion the Federal Reserve will make available to smaller banks can be reloaned to small businesses, including dealers, for possibly as low as 15 to 17 percent. Separately, the Fed said when banks expand small-business loans, they can exceed annual credit growth guidelines.

See BREAKING NEWS Page 65, Col. 1

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Low-volume makers and new U. S. manufacturers affected

Senate approves CAFE exemptions

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Senate by voice vote has passed a bill to make changes in the CAFE law which would exempt low-volume manufacturers like Checker and Rolls-Royce from fuel-economy standards and allow Volkswagen of America or any new U. S. manufacturers to average their domestic and import fleets for CAFE purposes.

The bill would also allow American Motors-Renault a special arrangement to count Renault vehicles before they attain 75 percent U. S. content and permit a three-year carryforward and carryback period for fuel-economy credit.

The latter applies only to cars, but Chrysler Corp. would like to apply it to light trucks as well.

The House has completed hearings on a similar package and Rep. John Dingell, Michigan Democrat, may start to mark up similar legislation as early as this week.

The House is also considering a proposal by the UAW to exempt police cars and ambulances from fuel-economy standards. In addition, Chrysler wants two extra amendments dealing with light-truck and van economy, but not yet incorporated in legislative language.

Chrysler, which is considering a joint venture similar to the AMC-Renault arrangement, but for light trucks, would like the provision which covers cars in the Senate-passed bill to include small trucks.

• Meanwhile, two Senate Committees — Commerce and Energy — have announced hearings on a proposal backed by the two Washington senators and others that would also affect CAFEs. This is the Jackson-Magnuson package to set a 40-MPG

Continued on Page 63, Col. 1

Early-April car sales dip; AMC, VW gain

By Jenny L. King
Staff Writer

Early April domestic new-car sales dipped 15.61 percent below the 1979 level on a year-to-year basis, and 24.99 percent on a daily-rate basis, as the new-car market continued along the downturn that began a full 12 months ago.

April 1-10 sales totaled 184,788 compared with 218,982 last year. There were nine selling days this year with a daily sales rate of 20,532, down 24.99 percent from the 1979 rate of 27,373 for eight days.

The Big Three again turned in reports of sales declines, while American Motors and Volkswagen of America showed gains of 51.72 percent and 13.09 percent, respectively. Estimated AMC sales for the period were 4,400, up from 2,900, and VWoA sales totaled 4,328, up from 3,827.

General Motors sales of 121,921 were down 12.11 percent from 138,722 last year. Ford Motor Co. reported sales of 38,755, down 26.52 percent from 52,743. Chrysler Corp. sales totaled 15,384 for the period, down 26.00 percent from 20,790.

GM vaulted back into the 60-percent range in share of the market, earning 65.98 percent this year, up from 63.35 percent in 1979 and up from the last two periods in March, 1980, when it had less than 60 percent. Ford earned 20.97 percent, down from 24.09 percent. Chrysler's share of 8.33 percent was its lowest so far this calendar year; it was down from 9.49 percent a year ago.

AMC sales accounted for 2.38 percent, up from 1.32 percent last year, and VWoA earned 2.34 percent, up from 1.75 percent.

Of the 13 U. S. makes, four reported sales increases. Along with AMC and VWoA, they were Buick, up 23.76 percent to 19,142 from 15,467, and Oldsmobile, up 1.90 percent to 23,293 from 22,859.

Cadillac suffered the greatest drop; its sales were down 42.34 percent to 5,246 from 9,098. Other big losers were Plymouth, down 32.12 percent; Lincoln, down 29.21 percent and Ford, down 29.00 percent.

Again, Chevrolet Chevette was the biggest seller for the period, with sales of 13,777 new cars. It was followed by Chevrolet Citation at 12,079, Chevrolet Malibu at 8,473, Ford Fairmont at 7,739 and Oldsmobile Cutlass Supreme at 7,625.

Year-to-date sales through April 10 stood at 2,033,930, down 15.38 percent from 2,403,551 last year.

DOMESTIC SALES

	April 1-10, 1980	April 1-10, 1979
AMERICAN MOTORS	4,400†	2,900†
Chrysler	3,685	4,698
Plymouth	5,351	7,883
Dodge	6,348	8,209
CHRYSLER CORP.	15,384	20,790
Ford	28,300	39,860
Mercury	8,686	10,384
Lincoln	1,769	2,499
FORD MOTOR	38,755	52,743
Buick	19,142	15,467
Cadillac	5,246	9,098
Chevrolet	56,743	71,256
Oldsmobile	23,293	22,859
Pontiac	17,497	20,042
GENERAL MOTORS	121,921	138,722
VOLKSWAGEN	4,328	3,827
INDUSTRY TOTAL	184,788	218,982

†—Estimated.

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55th year — No. 4805

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truck industry news

March deliveries lowest for month since 1975

3-month sales decline 26.9 pct.

First-quarter retail sales of new trucks of all types in the U. S. dropped 26.9 percent below the previous year's record levels, and the total for March was the lowest for that month since 1975.

An estimated 708,211 vehicles were retailed by franchised dealers and factory outlets in the January-March period, compared with the 968,673 units sold in the comparable period in 1979.

The three-month totals include the non-captive Japanese-built compact pickups—the Toyota, Datsun and Mazda.

Table on Page 38.

March sales, including the non-captives, were down 33.4 percent from a year ago. The count was 245,479 units, compared with a record 368,237 in 1979.

Sales of the compact pickups, both captives and non-captives, were up 33.4 percent over the three-month period, but less than 400 units for the month.

The first-quarter total was 147,127 units, compared with 110,327 a year ago. The March count was 50,007, versus 49,610 in March, 1979.

Deliveries were down substantially in all three market segments in the first quarter.

Light-truck sales plunged almost 30 percent under the year-earlier total, from a record 871,952 to 637,394. Heavies skidded to 45,366 units, a drop of 20.6 percent below the year-ago 57,134, also a three-month high. Mediums were down 36.7 percent, from 40,230 in 1979 to 25,451.

Dealers franchised by U. S. manufacturers and their factory outlets retailed 633,604 new trucks in the first three months, according to preliminary figures from the Motor Vehicle Manufacturers Assn., down 26.9 percent from last year's record 961,587.

The MVMA totals include the captive Japanese compact pickups and the Volkswagen compact pickup.

On April 1, the number of unsold new vehicles in the hands of retailers franchised by domestic manufacturers was down 19.1 percent from last year. The total was 778,917 units, compar-

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March truck deliveries lowest for month since 1975

3-month sales decline 26.9 pct.

Continued from Page 8

ed with 962,873 in 1979, and the count was down in all three market segments.

There were 696,472 light trucks in stock at the start of the month, according to MVMA, a decline of 17.6 percent from the year-earlier 845,261. These totals do not include non-captive compact pickups, but their number is considered negligible because of the strong demand for the more fuel-efficient vehicles.

- Medium trucks in inventory on April 1 totaled 29,870, a decline of 45.7 percent from last year's 55,033, while the heavies were down 16 percent, from 62,579 a year ago to 52,575.

MVMA reported that dealers for the four Big Three truck manufacturers retailed 202,142 units in March, including the captive Japanese pickups, a drop of 37.8 percent from last year's record 325,064 vehicles.

For the first three months, the Big Three total was 569,585 units, down 33.5 percent from the year-ago 856,250, the first-quarter record.

Chevrolet said its dealers retailed 77,128 units during the month, off 40 percent from the year-earlier 128,573. The total included 9,489 LUV compact pickups, down 22.4 percent from last year's alltime high of 12,230.

In the first quarter, Chevrolet sales totaled 223,604 units, a decline of 33.4 percent from the 335,543 retailed in the same period in 1979. Included were 27,698 LUVs, a 10.8 percent drop below year's record 31,067.

In March, Ford dealers sold 75,591 new trucks, down 36.4 percent from the year-earlier 118,848. The Courier total was 7,282 units, off almost 27 percent from the March high of 9,988 set a year ago.

- Three-month Ford sales were down 32.7 percent from the like period a year ago, 319,994 to 215,293. Courier deliveries totaled 22,976 units, down slightly from the year-ago 22,976, a first-quarter record.

Chrysler Corp. said Dodge and Chrysler-Plymouth retailed 31,364 vehicles during the month, 31.9 percent fewer than the year-ago 46,078. The total included 5,111 Dodge D-50 compact pickups and 2,508 Plymouth Arrow compact. A year ago, the D-50 count was 3,764 and the Arrow total was 1,766.

In the January-March period, 75,870 Dodge and Plymouth trucks were retailed, a drop of 36.1 percent below last year's 118,802. D-50 sales totaled 13,055, almost double the year-ago 7,493, and the Arrow count was 6,317, again almost twice as many as were sold in the first three months of 1979.

GMC dealers retailed 18,059 units during the month and 31,565 in the first quarter. The March total was down 42.8 percent from the year-earlier 31,565, and the three-month count was off 33.1 percent from last year's 81,911.

American Motors reported 6,700 four-wheel-drive Jeep sales in March, a decline of 50 percent from the year-ago 13,143. The first-quarter total of 24,039 units was 44.3 percent lower than last year's record 43,138.

- Toyota dealers retailed 13,299 compact pickups during the month, an increase of 18.1 percent over last year's 11,263 units. The first-quarter total was 41,324, up 82 percent over the 22,701 sold in the same period in 1979.

Datsun sales were down for the month but higher for the quarter. March sales totaled 9,472, off 10.6 percent from the year-ago 10,599. Three-month sales were 36.7 percent higher than last year, 30,548 versus 22,344.

Mazda dealers sold 833 units during March, off 7.5 percent from last year's 901, and 2,735 in the first quarter, an increase of 61.8 percent over the 1,697 retailed in 1979.

Sales of Volkswagen compact pickups, introduced last December, totaled 2,846 in March, and 5,503 in the first three months of the year.

Big Three March, year-to-date truck sales

	March		Year to Date	
	1980	1979	1980	1979
Ford				
Vans	11,506	18,537	26,632	50,390
Club Wagon	3,039	4,140	6,688	11,188
Courier	7,282	9,988	22,682	22,976
Bronco	2,798	6,996	10,668	20,285
Conventional pickups	44,790	70,018	131,196	192,615
Mediums	4,586	6,845	13,249	17,124
Heavies	1,590	2,324	4,178	5,416
Chevrolet				
Vans	9,351	19,996	28,070	49,273
Sportvan	1,870	3,600	5,478	8,945
LUV	9,489	12,230	27,698	31,067
El Camino	4,253	4,778	11,990	12,196
Blazer	2,395	6,559	8,163	18,557
Suburban	2,690	4,536	7,152	12,077
Conventional pickups	43,375	17,447	125,075	191,526
Mediums	3,458	5,062	9,255	10,990
Heavies	247	365	723	912
Chrysler				
Vans	8,934	16,443	20,285	41,429
Voyager	913	1,069	1,955	2,647
Sportsman	2,509	3,151	5,759	8,371
Arrow	2,508	1,766	6,317	3,746
D-50	5,111	3,764	13,055	7,493
Trail Duster	592	659	1,340	2,076
Ramcharger	1,094	1,549	3,162	5,320
Conventional pickups	9,703	17,677	23,997	47,720
GMC				
Vans	2,314	4,525	7,066	12,107
Caballero	390	669	1,224	1,674
Jimmy	399	1,428	1,728	4,087
Suburban	379	889	1,299	2,260
Conventional pickups	9,065	17,809	28,865	46,589
P models	424	512	1,044	1,277
Mediums	3,014	3,088	7,861	7,794
Heavies	2,074	2,534	5,731	5,914
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factories list auction dates

American Motors

Apr. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Waltz Mill Rd., New Stanton, Pa.

Apr. 23 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Apr. 24—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Apr. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Apr. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Apr. 25 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

April 22 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

April 23 — Northway Exchange, Route 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

April 24—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

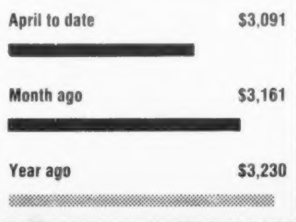
Model breakdown

Auction averages

	April To Date	March	Feb.
1980	$6,415	$6,799	$6,313
1979	5,077	5,108	5,151
1978	3,457	3,533	3,755
1977	2,643	2,691	2,790
1976	2,055	2,069	2,214
1975	1,695	1,769	1,836
1974	1,225	1,375	1,392
1973	1,046	991	1,127
Overall Average	$3,091	$3,112	$3,207

Used car sales

Auction averages



6 car assembly plants to trim production

Output up, but GM plans cutbacks

By Michele Raquepau
Staff Writer

U. S. auto production last week of 134,932 rose 11.98 percent over the previous week's 120,496, but fell 35.41 percent from the 208,898 assembled in the comparable 1979 week.

Year-to-date output of 2,149,547 is a drop of 25.04 percent from the 2,867,440 built by this date in 1979.

General Motors built 86,034 cars last week and has 65.39 percent of year-to-date production. Ford Motor Co.'s output last week was 30,646. Ford has 19.83 percent of the year's total.

Chrysler Corp. assembled 10,380 units last week and has a 9.16 percent share of year-to-date output. American Motors produced 2,978 autos and has 2.75 percent of the total.

Volkswagen of America built 4,809 Rabbits last week. VWoA has 2.82 percent of year-to-date production. Checker Motors assembled 85 units and has 0.05 percent of the total.

GM announced production cuts in six auto assembly plants last week. Beginning April 28, one shift will be eliminated at both Cadillac Detroit and Janesville (Chevrolet). The remaining shift at Cadillac will run at its usual 53 units per hour. The single Janesville shift will also continue at 60 cars per hour.

Janesville is down this week for the fourth week in row.

Also on April 28, GM's Linden point (Riviera, Toronado, Eldorado, Seville) will begin a line-speed reduction from two shifts at 56 per hour to two shifts at 46 per hour.

Linden is closed this week for the second week in a row.

The line speed at Lansing (Cutlass, Delta 88 and 98) will be cut from two shifts at 60 cars per hour to two shifts at 53 per hour beginning May 5.

One shift will be cut at Leeds (Malibu, Monte Carlo) beginning May 5. The remaining shift will continue at 60 units per hour.

On May 19, Norwood (Camaro, Firebird) will also eliminate a shift. The working shift will maintain its line speed of 42 per hour.

GM's reductions will idle about 12,000 workers indefinitely.

All Chrysler assembly plants are working regular schedules this week. Last week, Chrysler's St. Louis and Lynch Rd. points were down.

VWoA is working eight hours of overtime next Saturday (April 26). VWoA has scheduled overtime for eight straight weeks.

AMC's Kenosha point will work a regular schedule this week.

Ford's Wayne (Granada, Monarch, Versailles) plant closes today (April 21) for two weeks. The Wixom (Lincoln, Mark VI) plant is also down for one week beginning today.

Eaton names Pierman

CHATHAM, Ont.—Richard F. Pierman has been named manager - product engineering for Eaton Corp.'s Suspension Division.

Truck producers build 19,318, down 6 pct. for week

Truck production by U. S. makers last week of 19,318 fell 5.87 percent from the previous week's 20,524, and dropped 77.48 percent from the 85,782 built in the comparable 1979 week.

Year-to-date truck production of 555,804 is a 54.48 percent decline from the 1,221,122 assembled by this time last year.

American Motors' Toledo Jeep plant, which closed March 17 and planned to reopen April 18, is now scheduled to begin production April 21.

Volkswagen of America will work eight hours on both shifts this Saturday. VWoA has worked overtime for eight straight weeks.

Chrysler Corp.'s Missouri truck point is down this week for the second week. Chrysler's Jefferson plant is also closed this week.

General Motors announced production cuts at two of its truck plants last week.

Beginning May 5, production of light-duty Chevrolet and GMC trucks at Janesville will be reduced from two shifts at 20 units per hour to one shift at 27 per hour.

At Lordstown, production of vans will be cut beginning May 19 from one shift at 28 per hour to one shift at 23 per hour.

The Chevrolet Flint Line One (Blazer, Jimmy) is closed this week for the second week in a row.

Last week GM's St. Louis point was down.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 19, 1980	Same Week 1979	Week Ended April 12, 1980	April to date	Jan. 1, to April 21, 1979	Jan. 1, to April 19, 1980
CHEVROLET	7,180	26,569	6,118*	20,134	378,159	189,159
DODGE/PLYMOUTH	1,250	10,824	3,814	7,508	162,585	44,248
FORD	4,808	31,874	5,523	23,426	428,994	206,000
GMC	3,460	8,037	2,456	8,507	108,933	53,516
INTERNATIONAL	....	3,171	....	....	47,348	....
MACK	620	471	510	1,485	12,241	9,453
WHITE	129	36	101	315	4,282	2,480
JEEP	....	3,500*	....	....	57,888*	26,180*
AM CORP.	284*	450*	284*	795*	7,372*	2,963*
VOLKSWAGEN	687	....	818	1,940	....	8,545
MISCELLANEOUS	900*	850	900	2,520	13,320	13,260*
Total Trucks, U. S.	19,318	85,782	20,524	66,630	1,221,122	555,804

CANADIAN TRUCK PRODUCTION

	Week Ended April 19, 1980	Same Week 1979	Week Ended April 12, 1980	April to date	Jan. 1, to April 21, 1979	Jan. 1, to April 19, 1980
CHRYSLER CORP.	920	2,129	947	2,912	23,857	11,063
FORD MOTOR	3,184	6,255	3,175	9,469	89,536	60,734
GENERAL MOTORS	6,070	6,243	6,116	16,052	98,411	88,984
AMERICAN MOTORS	....	1,216	....	....	20,984	8,479
INTERNATIONAL	290	452	342	850	6,810	3,992
MACK	60	38	71	165	1,201	932
WHITE	65	80	70	180	1,342	976
Total Trucks, Canada	10,589	16,413	10,721	29,628	242,141	175,160
N. American Trucks	....	102,195	....	....	1,463,263	....

**—Revised †—Now includes van production.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output rises for week to 17,807 cars

Canadian auto production last week of 17,807 rose 28.63 percent over the previous week's 13,844. Chrysler Corp.'s Windsor assembly plant was closed both those weeks.

Last week's figure, however, was a 29.46 percent decline from the 25,245 built in the comparable 1979 week.

Year-to-date auto production of 271,165 is a drop of 21.01 percent from the 343,273 assembled by this date last year.

Truck production last week of 10,589 fell 1.23 percent from the previous week's 10,721, and dropped 35.48 percent from the 16,413 built in the same week of 1979.

Year-to-date output of 175,160 is a decline of 27.66 percent from the 242,141 produced by this time in 1979.

American Motors' Brampton plant resumes work on a regular schedule today (April 21).

General Motors will reduce production of vans at its Scarborough point from 23 units per hour to 21 per hour beginning May 5.

All Ford Motor Co. plants are working regular schedules this week. Ford's Oakville plant will cut one shift in August. The remaining shift will continue to operate at 20 vans per hour and 20 LTDs per hour. The move will idle 1,400 hourly employes and 125 salaried workers indefinitely.

The week of April 21, Ford will close its engine plant at St. Catharines, Ont. The plant manufactures 302 and 267-CID V-8 engines.

Chrysler's Windsor plant, which closed April 7, is scheduled to resume work May 5.

U. S. CAR PRODUCTION

	Week Ended April 19, 1980	Same Week 1979	Week Ended April 12, 1980	April to date	Jan. 1, to April 21, 1979	Jan. 1, to April 19, 1980
AMERICAN MOTORS	2,978*	3,050*	2,978*	8,338*	36,558*	59,090*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	10,380	22,354	7,757	28,690	270,510	197,021
Plymouth Total	5,380	9,820	3,870	13,739	107,362	90,510
Horizon	3,275	3,431	3,277	8,620	51,507	49,635
Volare	2,075	6,176	....	4,178	53,767	32,502
'80 Gran Fury	....	....	593	818	....	7,059
Caravelle†	30	213	....	123	2,088	1,314
Chrysler Total	350	3,142	743	2,868	56,497	25,210
Chrysler	....	....	743	1,226	25,853	5,990
LeBaron	350	3,142	....	1,642	30,644	19,220
Dodge Total	4,650	9,392	3,144	12,083	106,651	81,301
Omni	2,800	3,369	2,843	7,492	45,242	44,543
St. Regis	....	....	301	658	9,388	5,682
Diplomat	225	1,448	....	946	15,894	8,244
Aspen	1,625	4,575	....	2,987	36,127	22,832
FORD MOTOR	30,646	49,604	21,972	79,441	755,926	426,196
Ford Division	22,848	30,036	16,508	59,027	473,302	309,125
Pinto	3,423	3,898	3,350	8,975	57,335	28,392
Mustang II/Mustang	5,750	8,573	6,465	16,976	122,135	84,653
Fairmont	6,480	3,770	6,693	17,486	50,306	84,272
Granada	3,237	4,505	....	5,715	48,562	26,054
LTD II	....	1,020	....	....	14,333	....
Thunderbird	3,958	7,780	....	7,620	106,574	53,078
Ford	....	490	....	2,255	74,057	32,676
L-M Division	7,798	19,568	5,464	20,414	282,624	117,071
Mercury Total	6,374	15,001	4,371	17,259	213,297	103,973
Bobcat	598	1,169	649	1,728	14,466	6,382
Capri	2,223	2,411	1,775	4,869	35,738	25,123
Zephyr	2,148	2,090	1,947	5,304	18,769	27,667
Monarch	1,405	1,822	....	1,879	26,066	8,033
Cougar/XR7	....	4,662	....	1,825	68,784	17,678
Mercury	....	2,847	....	1,654	49,474	19,090
Lincoln Total	1,424	4,567	1,093	3,155	69,327	13,098
Lincoln	575	2,317	500	1,316	34,235	4,809
Versailles	159	357	....	280	7,138	1,434
Mark VI	690	1,893	593	1,559	27,954	6,855
GENERAL MOTORS	86,034	128,796	81,957	228,857	1,760,411	1,405,622
Buick Division	17,632	19,016	18,193	48,332	258,742	277,271
Skyhawk	....	437	....	....	7,721	....
Skylark/'79-'80	4,402	1,820	5,058	12,264	14,876	73,241
Century	4,372	1,289	4,276	11,466	16,885	57,412
Regal	5,348	6,261	5,472	14,260	90,546	70,532
Buick	3,510	7,426	2,132	8,347	106,172	58,385
Riviera	....	1,783	1,255	1,995	22,542	17,701
Cadillac Division	2,140	8,926	2,069	7,265	144,256	80,039
Seville	....	1,028	563	912	18,974	14,904
Cadillac	2,140	5,726	....	4,120	95,701	44,861
Eldorado	....	2,172	1,506	2,233	29,581	20,274
Chevrolet Division	33,720	51,669	36,586	93,935	746,646	583,551
Chevette	9,315	9,111	9,307	24,417	111,888	143,905
Monza	3,735	3,161	3,792	10,080	48,039	50,302
Camaro	1,530	6,576	3,161	6,733	96,971	42,662
Nova/Citation	9,150	6,292	10,601	25,418	49,636	148,297
Malibu	6,820	9,279	6,487	17,288	135,634	88,427
Monte Carlo	2,370	3,737	2,439	6,476	98,688	42,984
Chevrolet	....	12,366	....	1,328	19,074	52,055
Corvette	800	1,147	799	2,195	15,049	14,919
Oldsmobile Division	20,076	30,930	15,343	49,133	354,944	267,441
Starfire	....	828	....	....	6,320	....
Omega/'79-'80	2,288	366	2,733	6,508	7,[illegible]40	38,591
Cutlass	11,418	17,377	11,463	30,283	168,337	124,327
Oldsmobile	6,370	10,760	....	10,516	149,821	88,881
Toronado	....	1,599	1,147	1,826	22,726	15,642
Pontiac Division	12,466	18,255	9,766	30,192	255,823	197,320
Acadian†	665	521	664	1,865	6,666	7,804
Sunbird	2,885	2,071	3,032	7,338	3[illegible],971	46,903
Phoenix/'79-'80	2,936	2,090	3,355	7,614	1[illegible],619	41,969
Firebird	870	5,038	2,282	4,292	72,540	31,173
LeMans	1,965	2,078	433	3,376	34,393	18,950
Grand Prix	1,745	2,476	....	2,846	33,147	22,311
Pontiac	1,400	3,981	....	2,861	64,287	28,210
VOLKSWAGEN	4,809	5,000	5,746	13,627	42,[illegible]6	60,629
CHECKER	85*	94	86	227	1,379	989
Total Cars, U. S.	134,932	208,898	120,496	359,180	2,867,440	2,149,547

CANADIAN CAR PRODUCTION

	Week Ended April 19, 1980	Same Week 1979	Week Ended April 12, 1980	April to date	Jan. 1, to April 21, 1979	Jan. 1, to April 19, 1980
CHRYSLER CORP.	....	4,303	....	2,070	44,531	23,001
FORD MOTOR	5,422	7,769	5,406	14,927	99,777	74,168
GENERAL MOTORS	12,160	12,996	8,213	28,288	196,157	170,521
VOLVO	225	177	225	594	2,808	3,475
Total Cars, Canada	17,807	25,245	13,844	45,879	343,273	271,165
N. American Cars	152,739	234,143	134,340	405,059	3,210,713	2,420,712
N. American Trucks	29,907	102,195	31,245	96,258	1,463,263	730,964
North American Cars and Trucks	182,646	336,338	165,585	501,317	4,673,976	3,151,676

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

4/29/80

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Domestic-line outlets in metro areas hardest hit

250 dealers call it quits in past 2 months

By Richard A. Wright
Assistant Managing Editor

"When things are bad our business is good," said a practitioner of the specialized business of liquidating assets of failing dealerships. "Our business has never been better."

The NADA estimates that there was a net loss of more than 600 new-car dealers last year, most of it in the latter part of the year, and another 200 in the first quarter of this year.

After talks with dealers, association managers and other observers across the country, AUTOMOTIVE NEWS estimates that some 250 dealerships have closed down and have not reopened in the past two months alone.

The attrition rate is climbing and all observers say things are going to get tougher.

Heaviest hit are domestic-line dealerships in metropolitan areas, who need big sales volume to meet overhead and who were more vulnerable to the financial squeeze precipitated by Federal Reserve Board policies and soaring interest rates.

The current attrition rate is substantially higher than during the 1974-75 oil crisis, when AUTOMOTIVE NEWS figures show net dealership losses of 369 in 1974 and 527 in 1975, compared with 672 in 1979.

- Another factor in the current attrition is that after the continuing shakeouts through the '70s—there were net losses in every year—the dealer body was pretty lean going into the current hard times, although some observers feel that Ford Motor Co. was overdealered in some areas.

Many of the dealerships failing in the past few months were not small, marginal points, but big-volume and often old-line outlets in major metropolitan areas.

The hard times began again with oil problems, but it was much different this time than in the Arab oil embargo of 1973. Then, the public was skeptical. While the price of gasoline doubled in a short time, it was so low to begin with that it was still not burdensome.

In 1974 and 1975, motorists were more worried about the availability of gasoline than the price. So once fuel became routinely available again, buyers who had flocked to small cars dumped them in large numbers and big-car sales boomed again.

The current situation is far more complex. There is a wider variety of small cars on the market now and they generally have greater sales appeal. During the earlier crisis, there were no General Motors X-body cars, no Chrysler Omni and Horizon, no Volkswagen Rabbit, no Ford Fiesta, no Colt Hatchback/Champ.

These cars with their small size but roomy interiors, front drive and—most importantly—truly good fuel economy, have much greater sales appeal than the Pinto - Vega - Duster generation of cars, which were often not that much better on mileage than their larger cousins.

- When the Iranian crisis began in 1979 and the oil supply again appeared threatened, the car-buying public again shifted to smaller cars. But this time the shift was made sharper by raging inflation in general and soaring gasoline prices in particular.

Gasoline prices again doubled, but now the level is high enough that it is a strong incentive to save fuel. While 60-cent-a-gallon gasoline was a shock in 1975, it was still not a bad bargain. Now, $1.30-a-gallon prices are not uncommon and it can easily cost $25 to $30 to fill up the tank of a full-size car.

So dealers went into summer in 1979 with heavy stocks of big cars. The situation was eased somewhat by rebates and special programs, but the market shifted far faster than the industry's ability to cope. When the 1980 models came out, most were greeted with yawns and while small-car lines were working at capacity and still not filling the demand, big-car inventories in dealer hands continued heavy.

The prime interest rate, pushed by inflation, climbed to historic highs and the costs of fi-

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VW's newest

Second-generation Dasher

Unofficial photos show restyled Volkswagen Passat undergoing road tests. Passat is expected to bow in Europe as an '81 model and show up in the U. S. as a Dasher as an '82 model. A four-wheel-drive option has been rumored. The new car is scheduled to share a new optional turbo-diesel 1.6-liter four with Audi 4000 for 1982. The Dasher notchback appears to fit into VW's model-proliferation scheme and it may get a separate nameplate, a la Golf/Jetta.

N.Y. Chevy retailers form dealer alliance

By John A. Russell
New York Staff Writer

NEW YORK. — One hundred area dealers have formed the Chevrolet Dealers Alliance designed to go outside the conventional dealer council to "present their own views" to management.

This marks the first time Chevrolet dealers have bolted the ranks and set up an independent organization.

Robert Benjamin, of Bay Chevrolet, Queens, president of CDA, said the new organization was comprised of dealers in the New York and Northern New Jersey area. There are approximately 250 Chevrolet dealers in this area.

"We want conversation with the management," he said, but that didn't appear likely as General Motors quickly issued a statement flatly saying it had "no plans to meet with this group."

Two of the biggest complaints of the dealers center on the lack of small cars to sell and high interest rates.

The small-car question does not have an easy solution and Benjamin admitted he did not know whether the metro New York area was being short-changed. But he did say that spot checks in other areas of the country showed that these cars seemed to be plentiful.

- On floor-planning, Benjamin said his group really wanted relief from high interest rates as part of the package.

While he was attacking the floor-plan policy established by GM on April 1, GM announced a new floor-plan assistance similar to Ford's 12-percent cap. Benjamin had cited the latter as the type of plan his group was looking for.

Not having seen the new GM plan, Benjamin did not want to comment on the specifics, saying

Continued on Page 44, Col. 4

New survival plan submitted; cash crisis acute

Chrysler hopes for quick action

DETROIT. — Chrysler Corp. officials and their Washington allies last week were hopeful the Federal Loan Guarantee Board would issue conditional approval of the company's survival plan and $2-billion non-federal-aid package some time this week, perhaps as early as today.

The timing of the approval is crucial to Chrysler, which last week laid off 6,900 salaried and hourly employes in an attempt to slash about $200 million in annual overhead and stay afloat [illegible] can begin drawing down federal loan guarantees.

In Washington, Chrysler officials seemed confident the board would eventually approve.

However, they said that with the approval schedule, which would allow the Senate and House Banking Committees up to 15 days to concur, Chrysler could be out of cash before it is eligible to draw down the U.S.-backed loans, even if everyone in Washington approves.

"We desperately need the cash by May 15," said one Chrysler official in Washington.

Here, Chrysler people remained somewhat nervous about the entire matter, although one vice president told AUTOMOTIVE NEWS: "They have to approve the package. The Carter Administration has taken the position that it wants to save Chrysler Corp. This is a political year and the Administration doesn't want the additional unemployment now."

- Some observers believed that the package Chrysler submitted to the board was merely an opening move and that the board would make "suggestions" to the auto maker about changes in its survival plan. Sources said this included plans to drop full-size car output within a year and close more than a half-dozen additional plants.

There also was evidence last

Continued on Page 44, Col. 1

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breaking news

Chrysler package threatened

WASHINGTON. — Public Citizen Litigation Group, a Ralph Nader affiliate, has threatened to delay the federal Loan Guarantee Board's ruling on Chrysler Corp.'s $1.5-billion loan guarantees. The group said it might file a federal court suit here demanding public hearings on the Chrysler matter and threatened to seek a temporary restraining order. Chrysler has said a delay in board approval could be fatal.

Sporty Lynx/Escort to Canada

ST. THOMAS, Ont.—The sporty coupe version of the new Ford Motor Co. front-wheel-drive Escort/Lynx is scheduled for early-1981 startup here. The plant will account for the entire North American production of the model, Ford said. The Pinto and Bobcat, currently built here, will be dropped at the end of the model year while production of the Fairmont and Zephyr will continue until the changeover.

See BREAKING NEWS, Page 47, Col. 1

Mid-April auto sales are lowest since 1958

By Jenny L. King
Staff Writer

Mid-April domestic auto sales fell to their lowest level for the period since the recession of 1958. Sales totaled 146,671, a shade lower than the 146,688 reported in 1975 but better than the 22-year-old figure of 113,981 in 1958.

Last year's mid-April sales were 246,203.

On a year-to-year basis, sales were down 40.43 percent, the greatest drop so far in 1980. The daily selling rate was down 32.98 percent, to an 18,334 average for eight days from a 27,356 average for nine days in 1979.

Year-to-date sales through April 20 stood at 2,228,600, down 15.89 percent from 2,649,754 in 1979.

Four of the five major U. S. auto makers reported sales drops for the period while the AUTOMOTIVE NEWS estimate for American Motors Corp. sales put it up 9.38 percent, to 3,500 from 3,200.

General Motors sales were down 36.07 percent to 90,996 from 142,343. Ford reported a sales plummet of 50.25 percent, to 33,851 from 68,045. Chrysler mirrored Ford's decline; its sales were off 50.49 percent to 13,687 from 27,644. Volkswagen of America's Rabbit sales dipped 6.72 percent on a year-to-year basis, to 4,637 from 4,971.

GM earned 62.04 percent of the mid-April market, up from 57.81 percent last year. Ford sales accounted for 23.08 percent, down more than four percentage points from 27.64 percent. Chrysler cornered 9.33 percent, down from 11.23 percent.

VWoA had 3.16 percent, up from 2.02 percent last year, and AMC's estimated share of the domestic market was 2.39 percent, up from 1.30 percent.

Every make save AMC was down for the period. Declines ranged from VWoA's 6.72 percent to Mercury's 56.66 percent drop. Chrysler sales were down 54.80 percent, Dodge was down 50.69 percent and Plymouth dropped 47.55 percent.

Along with the Mercury drop was Lincoln's 51.84-percent decline and a drop of 48.02 percent at Ford.

GM losses included 31.18 percent at Pontiac, 32.64 percent at Chevrolet, 37.90 percent at Oldsmobile, 41.62 percent at Buick and 47.05 percent at Cadillac.

DOMESTIC SALES

	April 11-20, 1980	April 11-20, 1979
AMERICAN MOTORS	3,500†	3,200†
Chrysler	2,836	9,989
Plymouth	5,239	6,274
Dodge	5,612	11,381
CHRYSLER CORP.	13,687	27,644
Ford	25,100	48,290
Mercury	6,868	15,845
Lincoln	1,883	3,910
FORD MOTOR	33,851	68,045
Buick	14,974	25,650
Cadillac	5,076	9,587
Chevrolet	34,234	50,821
Oldsmobile	18,701	30,112
Pontiac	18,011	26,173
GENERAL MOTORS	90,996	142,343
VOLKSWAGEN	4,637	4,971
INDUSTRY TOTAL	146,671	246,203

†—Estimated.

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truck industry news

In 10th month of registrations decline

Heavy units only ones to show market gains

Registrations of new trucks of all types in the U. S. were down in February for the 10th consecutive month, with only heavy vehicles (Groups 7 and 8) showing gains over a year ago.

During the month, according to R. L. Polk & Co. statistics, 208,923 trucks were registered in 46 of the reporting states, a decline of 24.1 percent from last year's record 275,089. The figure for three states were missing in the 1979 report.

Totals for Oklahoma, Kansas, Maine and Hawaii were not available for the 1980 February report. A year ago, the missing states were Oklahoma, Montana and New Hampshire.

The two - month total for the industry was off 20.8 percent, from a record 557,056 in 1979 to 441,332

Light - truck registrations dropped 20.8 percent below last year's totals, with losses in two of the segment's three groups. The two-month total was 398,810 units, compared with 503,512 a year ago.

The Group 1 count was up almost half of one percent, from 186,851 to 187,687. Sharp increases in sales of the Japanese-built compact pickups offset the losses suffered by domestic conventional light trucks in this weight class.

Group 2 tallies totaled 209,793 units, a decline of 32.7 percent from the year-ago 311,786.

The sharp downturn reflects the slump in sales of recreation vehicles and other trucks used for personal transportation. For the same reasons, Group 3 tallies skidded from 4,875 in 1979 to only 1,330, a drop of 72.7 percent.

Registrations of medium

Continued on Page 40, Col. 3

Ford moves ahead of International in HD registrations

It's hard to find anyone active today in heavy - truck marketing circles who can remember when International wasn't No. 1 in sales and registrations of Groups 7 and 8 trucks.

But International wasn't No. 1 in registrations at the end of the first two months of 1980, and the reason was the shortage of IH trucks because of the UAW strike which idled operations from last Nov. 1 until last week.

Ford moved into first place in the heavy - truck standings by a margin of 101 vehicles over International, according to R. L. Polk & Co. statistics, improving its penetration over a year ago by almost one percentage point.

Ford's 6,545 registrations

Continued on Page 40, Col. 4

U. S. TRUCK REGISTRATIONS

TWO MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	2 mos., 1980	Percent Share of '80 market	2 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	139,334	31.57	187,376	33.64	− 2.07
Chevrolet	137,821	31.23	179,695	32.26	− 1.03
Dodge	37,089	8.40	56,616	10.16	− 1.76
GMC	34,170	7.74	43,328	7.78	− 0.04
Jeep	16,369	3.71	26,851	4.82	− 1.11
International	12,336	2.80	16,824	3.02	− 0.22
Plymouth*	4,910	1.11	2,837	0.51	+ 0.60
Mack	3,573	0.81	3,475	0.62	+ 0.19
Kenworth	2,161	0.49	2,280	0.41	+ 0.08
Freightliner	1,960	0.44	1,924	0.34	+ 0.10
Peterbilt	1,351	0.31	1,517	0.27	+ 0.04
White	909	0.21	1,650	0.31	− 0.09
Autocar	293	0.07	255	0.05	+ 0.02
Volvo	147	0.03	85	0.01	+ 0.02
Western Star	141	0.03	109	0.02	+ 0.01
Diamond Reo	13	......	......	......	......
Miscellaneous**	48,755	11.05	32,234	5.79	+ 5.26
TOTALS	441,332	100.00	557,056	100.00	......

★—No registrations, Oklahoma, 1980 and 1979; Hawaii, January-February, 1980; Kansas and Maine, February, 1980; New Hampshire, January-February, 1979; Montana, February, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

U.S. HEAVY DUTY REGISTRATIONS

TWO MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	2 mos., 1980	Percent Share of '80 market	2 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	6,545	20.03	5,664	19.10	+ 0.93
International	6,441	19.71	8,829	29.78	−10.07
Mack	3,573	10.93	3,475	11.70	− 0.79
GMC	5,436	16.63	2,550	8.60	+ 8.03
Chevrolet	3,190	9.76	949	3.20	+ 6.56
Kenworth	2,161	6.61	2,280	7.69	− 1.08
Freightliner	1,960	6.00	1,924	6.49	− 0.49
Peterbilt	1,351	4.13	1,517	5.12	− 0.99
White	909	2.78	1,650	5.56	− 2.78
Autocar	293	0.90	255	0.86	+ 0.04
Volvo	147	0.45	85	0.28	+ 0.17
Western Star	141	0.43	109	0.37	+ 0.06
Diamond Reo	13	0.04	......	......	+ 0.04
Miscellaneous	521	1.60	364	1.23	+ 0.37
TOTALS	32,681	100.00	29,651	100.00	......

★—Groups 7 and 8 trucks only; no registrations, Oklahoma, 1980 and 1979; Hawaii, January-February, 1980; Kansas and Maine, February, 1980; New Hampshire, January-February, 1979; Montana, February, 1979.

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Only heavies gain in February

Truck registrations take 10th dip

Continued from Page 8

trucks through February plunged 58.9 percent below last year's levels, again with losses in two of the three groups.

There were only 11 units registered in Group 4, compared with 2,555 a year ago. In 1979, Dodge accounted for all of the tallies — Class A motor-home chassis — and this year it accounted for eight of the 11 units.

In Group 5, the total was 10.8 percent higher than a year ago, 390 units versus 352.

Group 6, the third largest in the mid-1970s, continues to lose ground with the growth in sales of mid-range diesel engines, which advances trucks at the high end of the group into Group 7.

Through February, registrations of Group 6 vehicles totaled only 9,440 units, a decline of 58.9 percent from the year-ago 20,986 vehicles.

Registrations of the heavy trucks for the two months were up 10.2 percent, even though retail sales of these vehicles were down in each of the first three months of 1980.

- The steady increase in mid-range diesel sales boosted the two-month Group 7 total to 12,980 units, an increase of 90.5 percent over last year's 6,814.

The Class 8 count, however, was more in line with the retail-sales trend for the period. Registrations were off 13.7 percent, from a record 22,837 units a year ago to 19,701.

Big Three manufacturers, all of whom produce the hard-hit light trucks, suffered the biggest losses in penetration in the first two months, while the miscellaneous group scored the biggest gain, again due to the boost in compact - pickup sales.

Ford's share of industry total registrations was down 2.07 percentage points from a year ago, General Motors 1.43 points and Chrysler 1.76 points. Jeep's share was off 1.11 points.

The miscellaneous group's penetration was 5.26 points higher than a year ago, from 5.79 percent of the total to 11.05 percent.

Ford moves ahead of International in HD registrations

Continued from Page 8

through February accounted for 20.03 percent of the industry total, compared with 19.10 percent last year on 5,664 tallies.

The International total was down 27 percent from a year ago, from 8,829 units to 6,441. Its share of the industry total dropped 10.07 points to 19.71 percent, compared with 29.78 in the first two months of 1979.

In the first quarter of 1980, International's retail sales, according to the Motor Vehicle Manufacturers Assn., totaled only 8,314 units, compared with 12,071 for Ford.

Through February, 32,681 Groups 7 and 8 new trucks were registered in states whose totals were reported by Polk, an increase of 10.2 percent over last year's 29,651.

The February count was 15,501, an increase of 4 percent over the 14,909 tallied in the same month in 1979.

In February, GMC and Chevrolet continued to show impressive gains in registrations. The GMC total for the two months was 5,436, accounting for 16.63 percent of the total, compared with 8.60 percent last year on 2,550 a year ago. Its share was up 8.03 points.

Chevrolet's share was 6.56 points higher than last year. The two - month total of 3,190 units accounted for 9.76 percent of the industry total, as against 3.20 percent in 1979 on only 949 tallies.

White reports $9 million loss for first quarter

Continued from Page 8

Especially significant is the fact that these products are largely those made in our U. S. and Canadian production facilities, utilizing available capacity."

Total backlogs for trucks amounted to $159 million on March 31, compared with $200 million the year before and $143 million at Dec. 31, 1979.

Truck sales of $163,842,000 were down from $230,837,000 the year before. Farm - equipment sales of $120,713,000 were up from $88,962,000 the prior year. However, the farm - equipment operating results were unfavorably impacted by an increase of $2,895,000 in the cost of sales-incentive programs, Moss said.

The value of the Canadian dollar in relation to the U. S. dollar dropped in the quarter, generating a currency exchange loss of $1.3 million, compared with a gain of $300,000 in the first quarter of 1979.

Johnson appointed

AUBURN, Mich.—Howard L. Johnson has been appointed general manager of Auburn Diecast Corp., manufacturer of fuel systems components.

'80 intermediate costs 21.2 cents a mile, AAA says

WASHINGTON. — The average cost of driving an intermediate - sized 1980 automobile is $3,176, or 21.2 cents per mile, according to the new "Your Driving Costs" pamphlet published by the American Automobile Assn.

Cost figures were based on a 1980 Chevrolet Malibu Classic four-door sedan with a six-cylinder, 229-CID engine, standard accessories, automatic transmission, power steering, power disk brakes and radio, driven up to 15,000 miles per year and financed over a four-year period.

Insurance coverage on AAA's typical car was $100,000 - $300,000 public liability and $50,000 property damage.

Variable costs figured in included gasoline and oil, 5.86 cents per mile; maintenance, 1.12 cents and tires, 0.64 cents.

Fixed costs included insurance, $490 per year; license, registration and taxes, $82; depreciation, $1,038, and finance charges, $423. Insurance was calculated on a pleasure-use basis, with the vehicle driven fewer than 10 miles one way to work and with no young drivers.

The figures were calculated on national averages, AAA said. AAA regularly adjusts its averages to account for various factors — for example, the average American automobile engine formerly had eight cylinders instead of six, and the average finance period was three years instead of four.

AAA's figures are much lower than the 38-cents-per-mile average estimated by Hertz Corp. The difference between the two figures, according to AAA, is that Hertz used for its calculations a '79 Ford LTD II, with a 302 or 351-CID V-8 engine, three-year payoff or depreciation, air conditioning, annual mileage of up to 10,000 miles and more insurance coverage.

Star Oldsmobile opens

PHILADELPHIA.—Ed Rubenstein has opened Star Oldsmobile in suburban Warminster.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

TWO MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Feb., '80**	......	......	......	......	......	......	......	**143**	**143**
	Feb., '79	......	......	......	......	......	......	......	126	126
	Year to Date '80	......	......	......	......	......	......	......	**293**	**293**
	Year to Date '79	......	......	......	......	......	......	......	255	255
BROCKWAY	**Feb., '80**	......	......	......	......	......	......	......	......	......
	Feb., '79	......	......	......	......	......	......	......	1	1
	Year to Date '80	......	......	......	......	......	......	......	......	......
	Year to Date '79	......	......	......	......	......	......	......	1	1
CHEVROLET	**Feb., '80**	**30,500**	**31,687**	**67**	......	**136**	**900**	**1,181**	**265**	**64,736**
	Feb., '79	37,079	49,906	182	......	96	2,416	160	295	90,134
	Year to Date '80	**62,467**	**69,013**	**544**	......	**301**	**2,306**	**2,573**	**617**	**137,821**
	Year to Date '79	73,003	100,430	294	......	216	4,803	350	599	179,695
(Memo Units)#	**Feb., '80**	**14,587**	**10,042**	......	......	......	......	......	......	**24,629**
	Feb., '79	16,204	14,952	......	......	......	......	......	......	31,156
	Year to Date '80	**30,312**	**21,593**	......	......	......	......	......	......	**51,905**
	Year to Date '79	30,749	29,596	......	......	......	......	......	......	60,345
DIAMOND REO	**Feb., '80**	......	......	......	......	......	......	......	**10**	**10**
	Feb., '79	......	......	......	......	......	......	......	......	......
	Year to Date '80	......	......	......	......	......	......	......	**13**	**13**
	Year to Date '79	......	......	......	......	......	......	......	......	......
DODGE	**Feb., '80**	**7,072**	**10,884**	**408**	**6**	......	......	......	......	**18,370**
	Feb., '79	6,825	17,823	1,678	1,314	......	......	......	......	27,640
	Year to Date '80	**14,094**	**22,339**	**648**	**8**	......	......	......	......	**37,089**
	Year to Date '79	12,870	36,762	4,429	2,555	......	......	......	......	56,616
(Memo Units)#	**Feb., '80**	**4,678**	**6,835**	**130**	......	......	......	......	......	**11,643**
	Feb., '79	3,974	8,611	823	......	......	......	......	......	13,408
	Year to Date '80	**9,308**	**13,973**	**232**	......	......	......	......	......	**23,513**
	Year to Date '79	7,398	18,168	2,828	......	......	......	......	......	28,394
FORD	**Feb., '80**	**20,307**	**39,577**	**61**	......	......	**1,268**	**2,055**	**1,064**	**64,332**
	Feb., '79	21,378	63,448	14	......	......	4,284	1,132	1,425	91,681
	Year to Date '80	**42,272**	**87,705**	**134**	......	......	**2,678**	**4,240**	**2,305**	**139,334**
	Year to Date '79	44,137	128,288	41	......	......	9,246	2,368	3,296	187,376
(Memo Units)#	**Feb., '80**	**8,922**	**12,037**	......	......	......	......	......	......	**20,959**
	Feb., '79	8,532	20,749	......	......	......	......	......	......	29,281
	Year to Date '80	**18,267**	**27,398**	......	......	......	......	......	......	**45,665**
	Year to Date '79	18,050	39,906	......	......	......	......	......	......	57,856
FREIGHTLINER	**Feb., '80**	......	......	......	......	......	......	......	**986**	**986**
	Feb., '79	......	......	......	......	......	......	......	1,073	1,073
	Year to Date '80	......	......	......	......	......	......	......	**1,960**	**1,960**
	Year to Date '79	......	......	......	......	......	......	......	1,924	1,924
VOLVO	**Feb., '80**	......	......	......	......	......	......	**51**	**15**	**66**
	Feb., '79	......	......	......	......	......	......	......	......	......
	Year to Date '80	......	......	......	......	......	......	**114**	**33**	**147**
	Year to Date '79	......	......	......	......	......	......	......	......	......
GMC	**Feb., '80**	**4,012**	**8,318**	**1**	......	**36**	**692**	**1,547**	**1,274**	**15,880**
	Feb., '79	4,929	13,417	47	......	69	1,584	136	1,323	21,505
	Year to Date '80	**8,547**	**18,833**	**1**	......	**82**	**1,271**	**2,764**	**2,672**	**34,710**
	Year to Date '79	10,080	27,235	93	......	132	3,238	253	2,297	43,328
(Memo Units)#	**Feb., '80**	**816**	**2,493**	......	......	......	......	......	......	**3,309**
	Feb., '79	888	4,046	......	......	......	......	......	......	4,934
	Year to Date '80	**1,800**	**5,194**	......	......	......	......	......	......	**6,994**
	Year to Date '79	1,878	8,082	......	......	......	......	......	......	9,960
INTERNATIONAL	**Feb., '80**	......	**1,469**	......	......	......	**1,270**	**1,243**	**1,491**	**5,473**
	Feb., '79	......	2,235	......	......	......	1,593	1,806	2,699	8,333
	Year to Date '80	......	**3,257**	......	......	......	**2,638**	**3,011**	**3,430**	**12,336**
	Year to Date '79	......	4,554	......	......	......	3,441	3,707	5,122	16,824
(Memo Units)#	**Feb., '80**	......	......	......	......	......	......	......	......	......
	Feb., '79	......	......	......	......	......	......	......	......	......
	Year to Date '80	......	......	......	......	......	......	......	......	......
	Year to Date '79	......	......	......	......	......	......	......	......	......
JEEP	**Feb., '80**	**4,448**	**3,074**	......	......	......	......	......	......	**7,522**
	Feb., '79	6,638	6,321	......	......	......	......	......	......	12,959
	Year to Date '80	**9,322**	**7,074**	......	......	......	......	......	......	**16,369**
	Year to Date '79	13,623	13,228	......	......	......	......	......	......	26,851
(Memo Units)#	**Feb., '80**	**4,448**	**2,295**	......	......	......	......	......	......	**6,743**
	Feb., '79	6,638	2,792	......	......	......	......	......	......	9,430
	Year to Date '80	**9,322**	**5,248**	......	......	......	......	......	......	**14,570**
	Year to Date '79	13,623	5,773	......	......	......	......	......	......	19,396
KENWORTH	**Feb., '80**	......	......	......	......	......	......	......	**1,046**	**1,046**
	Feb., '79	......	......	......	......	......	......	......	1,160	1,160
	Year to Date '80	......	......	......	......	......	......	......	**2,161**	**2,161**
	Year to Date '79	......	......	......	......	......	......	......	2,280	2,280
MACK	**Feb., '80**	......	......	......	......	......	......	......	**1,703**	**1,703**
	Feb., '79	......	......	......	......	......	......	......	1,689	1,689
	Year to Date '80	......	......	......	......	......	......	......	**3,573**	**3,573**
	Year to Date '79	......	......	......	......	......	......	......	3,475	3,475
PETERBILT	**Feb., '80**	......	......	......	......	......	......	......	**643**	**643**
	Feb., '79	......	......	......	......	......	......	......	797	797
	Year to Date '80	......	......	......	......	......	......	......	**1,351**	**1,351**
	Year to Date '79	......	......	......	......	......	......	......	1,517	1,517
PLYMOUTH	**Feb., '80**	**1,791**	**870**	......	......	......	......	......	......	**2,661**
	Feb., '79	887	674	......	......	......	......	......	......	1,561
	Year to Date '80	**3,312**	**1,598**	......	......	......	......	......	......	**4,910**
	Year to Date '79	1,549	1,288	......	......	......	......	......	......	2,837
WESTERN STAR	**Feb., '80**	......	......	......	......	......	......	......	**76**	**76**
	Feb., '79	......	......	......	......	......	......	......	50	50
	Year to Date '80	......	......	......	......	......	......	......	**141**	**141**
	Year to Date '79	......	......	......	......	......	......	......	109	109
WHITE	**Feb., '80**	......	......	......	......	......	......	......	**425**	**425**
	Feb., '79	......	......	......	......	......	......	......	818	818
	Year to Date '80	......	......	......	......	......	......	......	**909**	**909**
	Year to Date '79	......	......	......	......	......	......	......	1,650	1,650
MISCELLANEOUS*	**Feb., '80**	**24,349**	......	......	**1**	**3**	**215**	**153**	**130**	**24,851**
	Feb., '79	15,209	1	4	......	3	126	75	144	15,562
	Year to Date '80	**47,673**	**1**	**3**	**3**	**7**	**547**	**278**	**243**	**48,755**
	Year to Date '79	31,589	1	18	......	4	258	136	312	32,318
TOTALS	**Feb., '80**	**92,479**	**95,879**	**537**	**7**	**175**	**4,345**	**6,230**	**9,271**	**208,923**
	Feb., '79	92,945	153,825	1,925	1,314	168	10,003	3,309	11,600	275,089
	Year to Date '80	**187,687**	**209,793**	**1,330**	**11**	**390**	**9,440**	**12,980**	**19,701**	**441,332**
	Year to Date '79	186,851	311,786	4,875	2,555	352	20,986	6,814	22,837	557,056

★—No registrations Oklahoma, 1980 and 1979; Hawaii, January-February, 1980; Kansas and Maine, February, 1980; New Hampshire, January-February, 1979; Montana, February, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Production overseas

WEST GERMANY

Cars

	12 mos., 1979	12 mos., 1978
Audi	323,395	295,000
BMW	328,281	311,793
Daimler-Benz	433,203	403,707
Ford	546,957	544,160
Opel	960,243	952,656
Porsche	36,011	36,879
Volkswagen	1,304,466	1,345,981
Total	3,932,556	3,890,176

Trucks and buses

	12 mos., 1979	12 mos., 1978
Auwarter	1,092	749
Daimler-Benz	171,656	157,026
Faun	349	602
Kassbohrer	2,008	1,896
Magirus-Deutz	20,184	18,685
MAN	21,225	20,364
Opel	8,223	3,799
Volkswagen	92,450	93,067
Total	317,187	296,188
Total vehicles	4,249,743	4,186,364

REGISTRATIONS OVERSEAS

SWITZERLAND

Cars

	12 mos., 1979	12 mos., 1978
Alfa Romeo	8,234	9,001
BL	4,684	6,275
BMW	11,211	11,392
Citroen	13,953	13,816
Datsun	6,896	5,745
Fiat Auto	22,156	23,105
Ford	25,708	26,637
General Motors	36,717	36,241
Honda	5,537	4,571
Lada	2,887	1,773
Mazda	10,945	5,882
Mercedes-Benz	4,678	4,157
Mitsubishi	4,824	3,194
Peugeot	12,689	13,455
Porsche	1,316	1,093
Renault	24,212	23,967
Talbot	9,569	10,355
Toyota	13,553	14,698
Volkswagen-Audi	44,025	44,231
Others	6,900	3,350
Total	280,102	271,553

WEST GERMANY

Cars

	12 mos., 1979	12 mos., 1978
Alfa Romeo	22,762	26,282
Audi	246,681	218,393
BL	9,340	10,599
BMW	153,923	154,567
Citroen	50,655	58,447
Fiat	79,283	85,464
Ford	311,920	370,295
Japanese (all makes)	147,868	97,419
Mercedes-Benz	242,848	221,443
Opel	470,482	514,478
Peugeot	41,208	49,531
Porsche	12,001	11,368
Renault	129,759	121,809
Talbot	38,082	49,548
Volkswagen	580,527	589,389
Volvo	24,997	24,984
Others	61,063	59,738
Total	2,623,399	2,663,754

FRANCE

Cars

	12 mos., 1979	12 mos., 1978
Alfa Romeo	28,741	27,344
Alpine	709	589
BL	30,151	27,056
BMW	15,037	15,275
Citroen	325,399	315,772
Datsun	12,856	9,210
Fiat	71,759	70,625
Ford	79,279	86,246
General Motors	37,969	44,216
Lada	16,663	14,042
Mercedes-Benz	12,392	13,191
Peugeot	358,698	351,285
Renault	690,835	665,271
Talbot	163,591	206,094
Volkswagen	79,942	56,764
Others	52,367	42,006
Total	1,976,391	1,944,986

Trucks and buses

	12 mos., 1979	12 mos., 1978
BL	2,070	2,274
Citroen	57,298	57,906
CBM	110	99
Daf	1,685	1,293
Fiat	6,793	5,405
Ford	10,725	8,324
General Motors	3,098	3,311
Mercedes-Benz	14,076	11,760
Peugeot	51,035	50,917
Renault	100,736	94,379
RIV (Berliet/ Saviem	26,470	30,183
Scania	1,378	1,016
Sovam	130	118
Talbot	10,405	10,566
Toyota	6,293	3,730
Unic	9,563	7,399
Volkswagen	4,339	4,122
Volvo	3,713	3,135
Others	5,214	3,566
Total	315,131	299,503
Total vehicles	2,291,522	2,244,489

factories list auction dates

American Motors

Apr. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver; Ohio Auto Auction, Grove City, O.

Apr. 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

AMC sales are open to all dealers.

Chrysler Corp.

Apr. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Apr. 29 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Apr. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

April 30—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

May 1—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

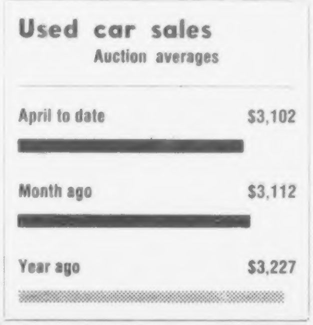
Dealers set date

SAN FRANCISCO—The Northern California Motor Car Dealers Assn. has selected Oct. 1[illegible]-14 for its annual Business Conference, Golf and Tennis Tournament.

Model breakdown

Auction averages

	April	March	Feb
1980	$6,322	$6,799	$6,313
1979	4,940	5,108	5,151
1978	3,441	3,533	3,755
1977	2,642	2,691	2,790
1976	2,052	2,069	2,214
1975	1,737	1,769	1,836
1974	1,234	1,375	[illegible]
1973	1,037	991	[illegible]
Overall Average	$3,102	$3,112	[illegible]



Makers schedule 588,247 for month

Car output for May to dip 39 pct.

By Michele Raquepau
Staff Writer

Planned auto production for May by U. S. makers of 588,247 is a drop of 39.35 percent from the 969,879 assembled in May of 1979.

To date in 1980, only American Motors and Volkswagen of America have planned production increases each month over 1979 totals. AMC has scheduled 19,100 units for May, a rise of 11.82 percent over the 17,081 assembled in May last year. VWoA has scheduled 20,769, a 9.82 percent increase over the 18,912 Rabbits built in May, 1979.

Chrysler Corp. plans to build 60,000 cars this May, a decline of 49.46 percent from the 118,720 assembled in the month last year. Ford Motor Co. has scheduled 141,000 autos, down 47.72 percent from the 269,687 of last May.

General Motors predicts it will build 347,000 units in May, a drop of 36.33 percent from the 545,008 of May, 1979. Checker Motors plans 378, a decline of 19.75 percent from the 471 built last May.

Auto production last week of 149,514 increased 10.67 percent over the 135,102 assembled in the previous week, but declined 30.05 percent from the 213,732 built in the comparable 1979 week.

Year-to-date auto production of 2,299,231 is a drop of 25.59 percent from the 3,090,043 assembled by this date in 1979.

- Chrysler canceled its previously announced line-speed reduction at St. Louis. The company had planned to reduce production from 840 units per day to 640 per day and indefinitely lay off 700 hourly workers.

St. Louis is scheduled to resume work on a regular basis beginning today (April 28). All other Chrysler points will work regular schedules this week.

VWoA is working eight hours of overtime on both shifts this Saturday (May 3).

AMC's Kenosha plant is working a regular schedule this week.

The previously announced shift reductions at GM's Cadillac Detroit and Linden (Riviera, Toronado, Eldorado, Seville) points begin today (April 28), raising the number of GM workers on indefinite layoff to 90,300.

GM's Pontiac (LeMans, Grand Prix, Pontiac) plant and companion Fisher Body point close today for the first of two weeks. Leeds (Malibu, Monte Carlo) also closes today for two weeks.

GM's Janesville (Chevrolet) plant is also down this week. The closing temporarily idles 12,750 workers.

Tarrytown, Oklahoma City and Willow Run, which build GM's X-cars, are working eight hours of overtime on both shifts this Saturday (May 3).

Truck output dip continues; May goal 61 pct. below '79

Scheduled U. S. truck production for May of 131,980 is a 61.06 percent decline from the 338,961 assembled in May of 1979.

Every maker plans to build fewer trucks this May than last with Ford Motor Co. and Chrysler Corp. experiencing the greatest losses in production.

Ford has scheduled 38,000 units for the month, a drop of 68.92 percent from the 122,246 of May, 1979. Chrysler plans to build 12,000 trucks, a 67.61 percent decline from the 37,046 of the same month last year.

International, which resumed work last week after being closed since Nov. 1, 1979, has scheduled 11,000 units for May. Last May International built 14,023 units.

General Motors plans 54,000, a decline of 62.07 percent from last year. Mack has scheduled 2,000, down 41.04 percent from the 3,392 of last May, and White plans 540 units, a drop of 51.61 percent from the 1,116 of the same month last year.

Volkswagen of America plans 2,967. The company was not building trucks last May.

Jeep intends to build 6,500 units, a decline of 48.29 percent from the 12,571 of May, 1979, and AM Corp. plans 1,193, a drop of 50.31 percent from 2,401 last May.

Miscellaneous truck makers have scheduled 3,780, a slight decline of 0.89 percent from 3,814 in May, 1979.

Truck production last week of 32,632 rose 59.34 percent over the 20,479 built in the previous week, but declined 60.55 percent from the 82,709 of the comparable 1979 week.

All Chrysler truck plants are working regular schedules this week.

GM's Detroit Chevrolet Commercial and Special Chassis truck line is down this week. The closing idles 400 workers temporarily.

Mack, which was closed last week to balance inventories, will also be down May 23-30.

VWoA is working eight hours of overtime on both shifts this Saturday (May 3).

AMC's Jeep Toledo plant is scheduled to work a regular schedule this week.

Freightliner Corp., one of the miscellaneous truck makers, has reduced production from 24 units per day to 15 per day at its Portland (Ore.) plant. The move idles 627 workers. Freightliner also plans production cutbacks at its plants in Chico, Calif.; Indianapolis and Mount Holly, N. C.

U. S. CAR PRODUCTION

	Week Ended April 26, 1980	Same Week 1979	Week Ended April 19, 1980	April to date	Jan. 1, to April 28, 1979	Jan. 1, to April 26, 1980
AMERICAN MOTORS	2,978*	3,050*	2,978*	11,316*	40,283	62,068*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	12,105	23,112	10,489	40,904	295,074	209,235
Plymouth Total	5,790	9,417	5,577	19,726	117,272	96,497
Horizon	3,260	3,450	3,345	11,950	54,838	52,965
Volare	2,100	5,753	2,182	6,385	60,143	34,709
'80 Gran Fury	400	....	....	1,218	....	7,459
Caravelle†	30	214	50	173	2,291	1,364
Chrysler Total	1,175	4,445	301	3,994	61,049	26,336
Chrysler	800	1,220	....	2,026	27,343	6,790
LeBaron	375	3,225	301	1,968	33,706	19,546
Dodge Total	5,140	9,250	4,611	17,184	116,753	86,402
Omni	2,860	3,350	2,775	10,327	48,321	47,378
St. Regis	450	477	....	1,108	9,988	6,132
Diplomat	230	1,439	134	1,085	17,492	8,383
Aspen	1,600	3,984	1,702	4,664	40,952	24,509
FORD MOTOR	35,087	58,598	30,482	114,364	814,602	461,119
Ford Division	24,489	38,814	23,111	83,779	511,440	333,877
Pinto	3,451	4,108	3,457	12,460	61,249	31,877
Mustang II/Mustang	5,806	8,436	5,908	22,940	130,654	90,617
Fairmont	6,450	4,278	6,338	23,794	54,281	90,580
Granada	....	4,785	3,467	5,945	53,394	26,284
LTD II	....	1,130	....	....	15,449	....
Thunderbird	5,110	8,156	3,941	12,713	114,472	58,171
Ford	3,672	7,921	....	5,927	81,941	36,348
L-M Division	10,598	19,784	7,371	30,585	303,162	127,242
Mercury Total	10,598	15,247	5,901	27,384	229,270	114,098
Bobcat	573	909	575	2,278	15,517	6,932
Capri	1,834	2,339	1,871	6,351	38,521	26,605
Zephyr	2,214	2,086	2,290	7,660	20,996	30,023
Monarch	....	2,137	1,165	1,639	28,069	7,793
Cougar/XR7	3,412	4,762	....	5,237	73,533	21,090
Mercury	2,565	3,014	....	4,219	52,634	21,655
Lincoln Total	....	4,537	1,470	3,201	73,892	13,144
Lincoln	....	2,315	592	1,333	36,558	4,826
Versailles	....	326	168	289	7,487	1,443
Mark VI	....	1,896	710	1,579	29,847	6,875
GENERAL MOTORS	94,009	124,753	86,148	322,980	1,890,481	1,499,745
Buick Division	17,560	19,181	17,766	66,026	278,434	294,965
Skyhawk	....	392	....	....	8,172	....
Skylark/'79-'80	4,970	1,920	4,409	17,241	16,386	78,218
Century	4,014	1,172	4,534	15,642	18,366	61,588
Regal	5,066	6,545	5,322	19,300	97,531	75,572
Buick	3,510	7,432	3,501	11,848	113,621	61,886
Riviera	....	1,720	....	1,995	24,358	17,701
Cadillac Division	2,116	8,924	2,009	9,250	153,232	82,024
Seville	....	1,019	....	912	20,003	14,904
Cadillac	2,116	5,798	2,009	6,105	101,436	46,846
Eldorado	....	2,107	....	2,233	31,793	20,274
Chevrolet Division	39,128	52,856	33,178	132,521	797,575	622,137
Chevette	9,275	10,452	9,000	33,377	119,499	152,865
Monza	3,735	2,510	3,585	13,665	51,350	53,887
Camaro	3,770	6,185	1,477	10,450	103,047	46,379
Nova/Citation	10,275	6,821	9,458	36,001	55,208	158,880
Malibu	6,578	9,973	6,510	23,556	145,523	94,695
Monte Carlo	2,295	4,215	2,356	8,757	102,710	45,265
Chevrolet	2,400	11,710	....	3,728	204,072	54,455
Corvette	800	990	792	2,987	16,166	15,711
Oldsmobile Division	20,417	25,852	20,199	69,673	385,361	287,981
Starfire	....	290	....	....	7,590	....
Omega/'79-'80	2,712	735	2,275	9,207	7,505	41,290
Cutlass	11,335	13,249	11,441	41,641	186,194	135,685
Oldsmobile	6,370	10,051	6,483	16,999	160,007	95,364
Toronado	....	1,527	....	1,826	24,065	15,642
Pontiac Division	14,788	17,940	12,996	45,510	275,879	212,638
Acadian†	705	497	706	2,611	7,432	8,550
Sunbird	3,065	1,570	3,296	10,814	33,099	50,379
Phoenix/'79-'80	3,240	2,363	2,848	10,766	16,174	45,121
Firebird	1,988	4,742	851	6,261	77,202	33,142
LeMans	1,965	2,158	1,957	5,333	36,730	20,907
Grand Prix	1,745	2,671	1,729	4,575	36,230	24,040
Pontiac	2,080	3,939	1,609	5,150	69,012	30,499
VOLKSWAGEN	5,250	4,122	4,919	18,987	48,130	65,989
CHECKER	85*	97	86	313	1,473	1,075
Total Cars, U. S.	149,514	213,732	135,102	508,864	3,090,043	2,299,231

CANADIAN CAR PRODUCTION

	Week Ended April 26, 1980	Same Week 1979	Week Ended April 19, 1980	April to date	Jan. 1, to April 28, 1979	Jan. 1, to April 26, 1980
CHRYSLER CORP.	....	4,392	....	2,070	48,834	23,001
FORD MOTOR	6,912	7,809	5,651	22,068	107,786	81,309
GENERAL MOTORS	12,304	12,997	12,532	40,964	209,373	183,197
VOLVO	225	180	225	819	2,985	3,700
Total Cars, Canada	19,441	25,378	18,408	65,921	368,978	291,207
N. American Cars	168,955	239,110	153,510	574,785	3,459,021	2,590,438
N. American Trucks	45,918	99,923	31,966	144,235	1,556,935	778,941
North American Cars and Trucks	214,873	339,033	185,476	719,020	5,015,956	3,369,379

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 26, 1980	Same Week 1979	Week Ended April 19, 1980	April to date	Jan. 1, to April 28, 1979	Jan. 1, to April 26, 1980
CHEVROLET	5,573	26,497	7,620	26,147	399,948	195,172
DODGE/PLYMOUTH	2,100	7,834	2,039	10,397	170,129	47,137
FORD	16,918	31,854	4,836	40,372	460,655	222,946
GMC	3,729	7,836	3,466	12,242	116,373	57,251
INTERNATIONAL	564	2,370	....	564	50,519	564
MACK	....	775	507	1,372	12,712	9,340
WHITE	134	243	129	449	4,543	2,614
JEEP	1,680*	4,000*	....	1,680*	61,388*	27,860*
AM CORP.	284*	450*	284*	1,079*	7,822*	3,247*
VOLKSWAGEN	750	....	698	2,701	....	9,306
MISCELLANEOUS	900*	850	900	3,420*	14,170	14,160*
Total Trucks, U. S.	32,632	82,709	20,479	100,423	1,298,259	589,597

CANADIAN TRUCK PRODUCTION

	Week Ended April 26, 1980	Same Week 1979	Week Ended April 19, 1980	April to date	Jan. 1, to April 28, 1979	Jan. 1, to April 26, 1980
CHRYSLER CORP.	1,014	2,164	1,056	4,062	25,986	12,213
FORD MOTOR	4,880	6,251	3,736	14,901	95,473	66,166
GENERAL MOTORS	5,962	7,031	6,227	22,171	105,094	95,103
AMERICAN MOTORS	900	1,217	....	900	22,200	9,379
INTERNATIONAL	465	396	336	1,361	7,262	4,503
MACK	....	70	62	167	1,239	934
WHITE	65	85	70	250	1,422	1,046
Total Trucks, Canada	13,286	17,214	11,487	43,812	258,676	189,344
N. American Trucks	45,918	99,923	31,966	144,235	1,556,935	778,941

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian cars slated to decline to 85,937 in May

Planned auto production in Canada for May of 85,937 is a decline of 13.96 percent from the 99,878 assembled in May of 1979.

Chrysler has scheduled 12,160 units, a rise of 15.93 percent over the 10,489 built in May, 1979. Volvo plans 945, up 10.47 percent over the 791 of last year.

Ford Motor Co. intends to build 24,000 cars in May, a 36.46 percent drop from the 37,772 of the month in 1979. General Motors has scheduled 48,832, a 3.92 percent decline from the 50,826 autos assembled in May, 1979.

Last week, 19,441 cars were built in Canada, a 5.61 percent rise over the 18,408 assembled in the previous week. Last week's figure however, was a 23.39 percent drop from the 25,378 produced in the comparable 1979 week.

Scheduled truck production for May of 50,202 is a 32.16 percent drop from the 74,003 of May, 1979.

Every truck maker has planned output this May below May, 1979, totals.

Truck production last week of 13,286 rose 15.66 percent over the previous week's 11,487, but dropped 22.82 percent from the 17,214 of the comparable 1979 week.

Year-to-date truck production of 189,344 is a 26.80 percent decline from the 258,676 built by this time in 1979.

AMC's Jeep plant will close June 2 to convert to production of Eagle and Concord. Two years ago, the plant was converted from production of Concord to Jeep. The plant is scheduled to reopen in mid-October.

Chrysler recently restored about 30,000 vehicles to its production schedule for May, June and July after determining that its inventory would be too low this summer.

Restored production was mostly in the M-body Cordoba and Mirada and trucks and vans.

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But industry is planning and investing for healthy future

Worldwide auto output dips in 1979

By Jan P. Norbye
Staff Correspondent

Worldwide motor vehicle production received a slight setback during 1979, with a total of 30.5 million cars and 9.6 million trucks and buses. This result falls somewhat short of the 1978 figures, with 31 million cars and 10.1 million trucks and buses.

The main causes of the break in the growth curve are the American auto industry's slowness in downsizing and the dollar's continued runaway inflation, for it was in the U. S. that the biggest losses were felt.

The flexing in Western Europe's output is due to a combination of conditions, such as repeated increases in gasoline prices, which slowed auto sales. Net exports of built-up cars from Western Europe are in a decline, as more and more overseas markets begin to industrialize. At the same time the competition from Japan's exporters is making its mark everywhere.

Investment spending on a vast scale is being undertaken. Industry-wide investment in West Germany alone for the 1980-85 period are evaluated at 30 billion D-marks ($17.15 billion).

Among immediate projects are Volkswagen's plan to reactivate the Salzgitter assembly plant and install a second diesel-engine line. Ford is building a new plastics factory in Berlin, and Daimler-Benz is buying up land adjacent to its plant sites in the Stuttgart area. Opel is decentralizing its operations, not only inside West Germany, but spreading into Austria and Spain. Ford is adding 9,000 square feet to its Saarlouis assembly plant, where the new Escort will be built, starting in September.

Decentralization is also the keynote in Renault's planning. The Douai assembly plant in the north is taking over a higher proportion from the old Billancourt factory on Paris' doorstep, while other functions are being transferred to other plants in the provinces.

Peugeot's home plant at Sochaux near the Swiss border is now France's biggest car-manufacturing complex, with a work force of 40,000 people and a daily output of 1,800 cars a day plus 300 CKD kits. The PSA group has a number of new plants under construction all over north and northeastern France.

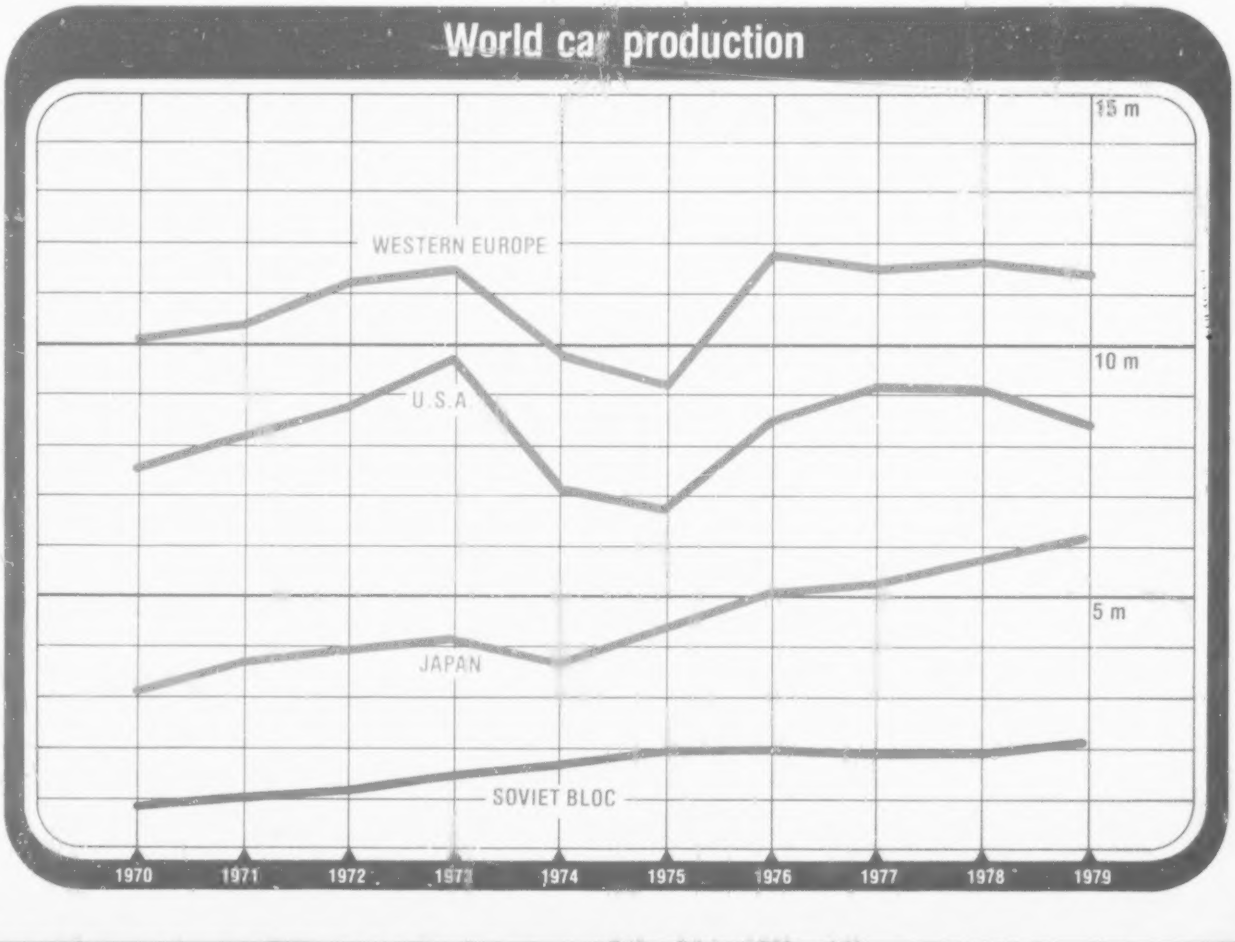
An engine plant going up at Ennery will need 3,000 workers, and a new transmission plant at Prouvy-Rouvignies will need 2,500. Talbot production is being integrated with that of Peugeot and Citroen, and Sevel van production, in collaboration with Fiat is due to begin in Val di Sangro, Italy, in 1981.

Ford of Britain plans to invest $440 million between now and 1984 in a bigger foundry at Dagenham, more assembly capacity at Halewood, and a bigger transmission plant at Swansea. The $315 million

Continued on Page 5, Col. 1

THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

Rank	Company	Nationality	Cars 1979	Trucks and buses 1979	Total 1979	Total 1978
1.	General Motors	U.S.A.	5,134,560	1,327,994	6,462,554	6,864,734
2.	Ford	U.S.A.	2,006,837	1,068,294	3,075,131	3,790,128
3.	Toyota	Japan	2,111,302	884,923	2,996,225	2,929,157
4.	Nissan	Japan	1,738,946	641,308	2,380,254	2,422,398
5.	PSA Peugeot-Citroen	France	1,816,357	186,021	2,002,378	2,051,519
6.	Volkswagen-Audi	West Germany & Belgium	1,627,861	92,450	1,719,311	1,734,048
7.	Renault	France	1,405,330	186,865	1,592,195	1,421,035
8.	Fiat Group	Italy	1,271,919	161,000	1,432,919	1,463,275
9.	Chrysler	U.S.A.	906,675	325,016	1,231,691	1,615,410
10.	Mazda	Japan	647,001	324,420	971,421	850,155
11.	Opel	West Germany	968,466	——	968,466	959,202
12.	Mitsubishi	Japan	528,555	409,962	938,517	972,818
13.	Ford	West Germany & Belgium	861,089	——	861,089	544,160
14.	General Motors	Canada	558,548	288,880	847,428	854,553
15.	Honda	Japan	706,375	95,494	801,869	742,682
16.	Lada	U.S.S.R.	715,000	——	715,000	708,000
17.	BL	United Kingdom	503,776	124,644	628,420	743,080
18.	Daimler-Benz	West Germany	433,203	171,656	604,859	560,733
19.	Ford	United Kingdom	398,684	167,232	565,916	430,872
20.	Volkswagen	Brazil	518,000	13,300	531,300	518,616
21.	Ford	Canada	286,400	215,795	502,195	623,581
22.	Isuzu	Japan	86,327	338,391	424,718	408,186
23.	Daihatsu	Japan	133,556	232,789	366,345	327,750
24.	Volvo	Sweden & Benelux	320,000	32,000	352,000	292,550
25.	Suzuki	Japan	69,708	275,137	344,845	247,729
26.	American Motors	U.S.A.	184,636	158,558	343,194	359,328
27.	Subaru	Japan	153,841	180,449	334,290	305,449
28.	BMW	West Germany	328,281	——	328,281	311,793
29.	GAZ (Volga)	U.S.S.R.	75,000	250,000	325,000	330,000
30.	Moskwich	U.S.S.R.	301,000	——	301,000	300,000
31.	Polski-Fiat	Poland	300,000	——	300,000	245,000
32.	Seat	Spain	298,859	——	298,859	292,400
33.	FASA-Renault	Spain	261,430	13,892	275,322	240,000
34.	Ford	Spain	232,432	——	232,432	247,408
35.	Skoda	Czechoslovakia	175,000	36,000	221,000	215,000
36.	Zastava	Yugoslavia	201,000	9,000	210,000	202,000
37.	Alfa Romeo	Italy	205,500	3,500	208,000	224,000
38.	General Motors	Brazil	152,000	52,000	204,000	195,725
39.	Chrysler	Canada	134,083	60,872	194,955	274,449
40.	GM-Holdens	Australia	166,000	17,500	183,500	182,000
41.	Volkswagen	U.S.A.	173,192	2,407	175,599	40,194
42.	Zaporozhets	U.S.S.R.	175,000	——	175,000	200,000
43.	Citroen	Spain	109,130	51,600	160,730	147,000
44.	Ford	Brazil	110,000	50,000	160,000	158,935
45.	Vauxhall	United Kingdom	58,760	87,672	146,432	202,430
46.	Fiat	Brazil	123,688	5,250	128,938	105,594
47.	Talbot/Dodge	United Kingdom	102,960	17,575	120,536	214,084
48.	International	U.S.A.	——	116,559	116,559	122,424
49.	Saab-Scania	Sweden	84,000	30,000	114,000	109,000
50.	Ford	Australia	90,000	15,000	105,000	106,675


World car production

Continued from Page 3

Bridgend engine plant in South Wales is near completion.

Ireland remains mainly as assembly site, producing such makes as Toyota, Polski - Fiat and Skoda. Ford and GM have parts plants in Ireland, and GM is building a new one at Belfast.

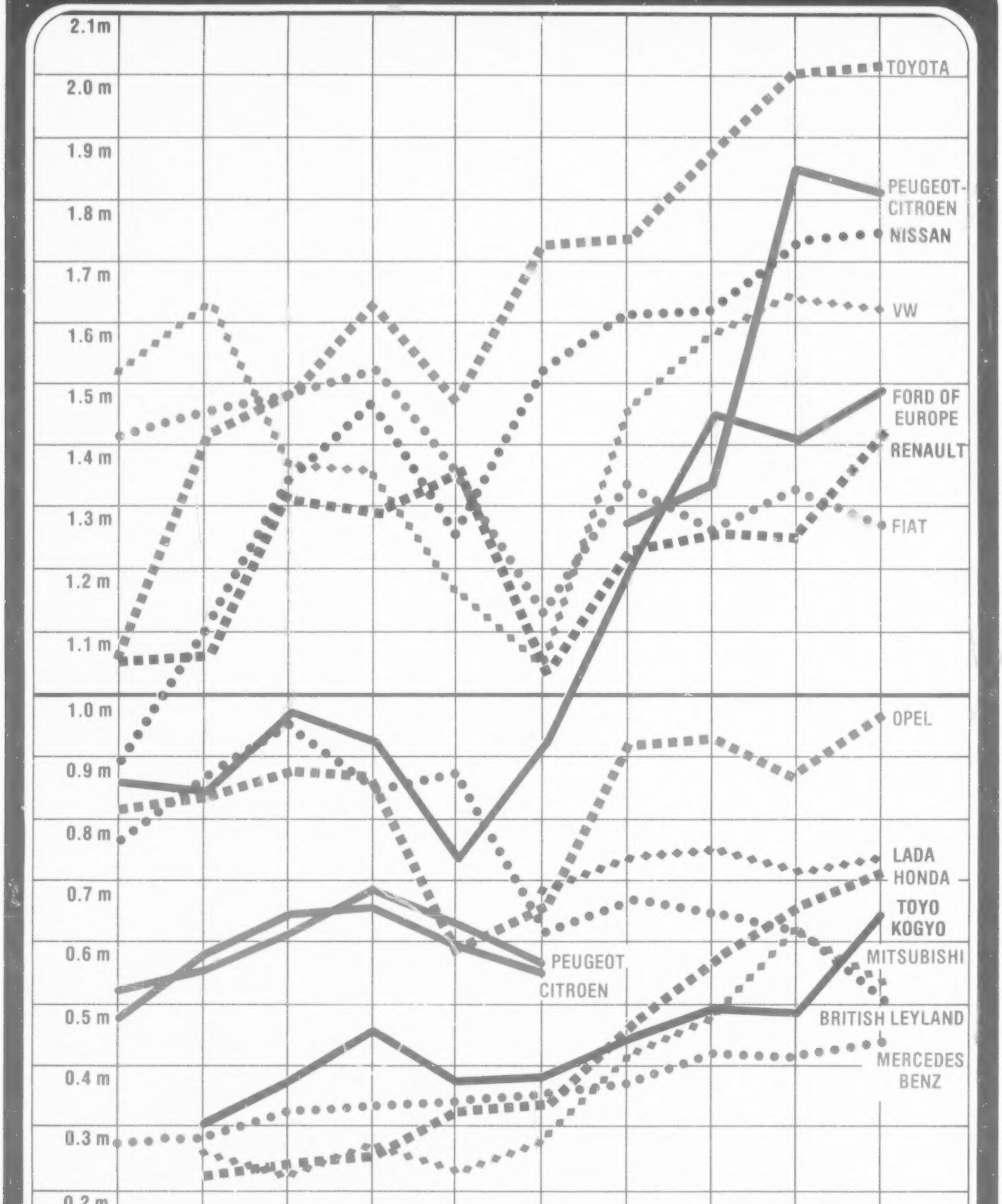
Spain is already a major factor, with a car production of over a million units a year, and a major restructuring is now under way. By 1981 Fiat will own 90 percent of Seat, which will then be integrated with Fiat Auto. Nissan Motor Co. has purchased a 35-percent stake in Motor Iberica (makers of Ebro vans and trucks) from Massey-Ferguson, and is expected to bring the Ebro product program in line with its Japanese models.

FASA-Renault has completed its expansion at Palencia (Castile) and now has capacity for 300,000 cars a year.

During 1979, Sweden's motor vehicle manufacturers entered liaisons with major continental groups, Volvo with Renault and Saab - Scania with Fiat (through Lancia). Renault has agreed to buy 10 percent of Volvo Car Corporation for $41

Continued on Page 7, Col. 1

Car production by major makers outside North America



Continued from Page 5

million and provide $38 million in loans to be converted into stock at a later date.

The PSA group is negotiating with East German authorities for the construction of two plants, one for diesel engines, and the second for truck assembly. This follows a contract for a universal - joint factory, needed for the next generation of Wartburg cars (which will be powered by Skoda). The goal is 200,000 cars a year.

Traditionally strong in technology, Czechoslovakia seeks to go its own way, and its current five-year plan for raising truck production to 70,000 units a year does not include foreign participation. Hungary and Yugoslavia on the other hand, are fully tied to Western partners. Hungary operates under license agreements with MAN, Steyr, Saab-Scania and Volvo for trucks and buses, and has no car production.

South America

Brazil is fast becoming a giant. Volkswagen builds 2,500 cars a day, and Fiat 1,000. GM makes 90,000 Chevettes a year, and has produced 600,000 Opalas in the last 11 years. Ford is adding 57,900 square feet at the Sao Bernardo plant and extending its Tatui proving grounds.

Volkswagen is converting some of the former Chrysler plants to build VW-MAN trucks, and Fiat is investing $200 million in its truck plant. It aims to reach an output of 1,000 diesel trucks a month by the end of 1980.

Under the Andean pact, an auto industry of great potential is being set up with bases in Venezuela, Peru, Ecuador, Colombia and Bolivia. GM is a prime contractor, and will produce V-6 engines in the ex-Chrysler plant at Valencia, Venezuela, transmissions in Ecuador, with assembly in Bogota, Colombia.

Daimler-Benz and Renault will build diesel trucks in Bolivia, where Fiat will provide the main tractor production. The deal with Renault also includes a version of the R-18 with a locally made all - aluminum engine.

Volkswagen is investing $100 million for a car factory in Ecuador, to turn out 30,000 Golfs a year by 1982.

Colombia is firmly tied to Renault, which will spend $125 million to expand capacity in the Duitama engine plant, the Medellin assembly plant, and set up a new transmission plant for 200,000 units a year. In addition, Renault makes 20,000 vans and trucks a year through the Sofasa joint venture in Colombia.

Mexico

The future looks great in Mexico. General Motors, Ford and Chrysler have scheduled a total of $600 million for investment there. That includes a GM plant at Saltillo, to build 1,600 four-cylinder engines a day by 1982. and a Chrysler plant at Monterrey, with capacity for 270,000 four-cylinder engines a year. It also includes Ford's 659,400-square-foot addition to the Cuautitlan assembly plant. Other projects include a $130 million VW engine plant, and tooling-up by AMC/Renault to produce a new front-wheel-drive car in 1982.

Africa

South Africa is on Brazil's course of industrialization, and Volkswagen has slated $120 million for investment there in the period through 1984. Ford is expanding assembly capacity at Struandale, and will also set up an engine plant.

The rest of the continent is still at the assembly stage. Peugeot has scheduled 220 cars a day for Nigeria, and Steyr trucks are coming off the line at Bauchi at the rate of 200 a month.

Morocco has an output of 5,000 Berliet trucks a year with 30 percent local content. This will rise above 50 percent when Renault completes a foundry at Kenitra and a body plant at Berrechid.

Asia

The nationalization of Iran's auto industry in July, 1979, put a stop to all projects, and the PSA group's contracts for car production in Iraq have been suspended.

Saudi-Arabia relies on built - up cars for its need of 250,000 units a year, but had Mercedes-Benz truck assembly at Djeddah, now running at the rate of 6,500 units a year.

Australia

GM-Holden's racked up $A1 billion sales last year, and Ford is expected to follow in 1980. GM has a $750 million plan for using Holden's-built four-cylinder engines in future world cars, and wants the government to relax its 85-percent local-content rule in return for engine exports of $100 million a year.

The biggest truck project is Daimler-Benz's $3 billion plan for a whole industrial complex outside Melbourne, to be completed in 1984.

THE 50 MOST-PRODUCED CARS MADE OUTSIDE THE U.S.A.

		1979	1978
1.	Toyota Corolla	637,816	735,603
2.	Volkswagen Golf	616,081	612,598
3.	Datsun Sunny	506,242	500,007
4.	Renault R-5	488,855	460,547
5.	Ford Taunus/Cortina	457,900	389,522
6.	Ford Fiesta	449,200	456,840
7.	Mercedes-Benz W-123	400,440	370,199
8.	Renault R-4	375,207	368,869
9.	Renault 18	366,861	154,917
10.	Fiat/Seat 127	366,150	352,115
11.	Toyota Tercel/Corsa	357,018	97,000
12.	Fiat Ritmo	334,811	108,335
13.	Honda Accord	315,811	329,386
14.	Ford Escort	312,700	217,695
15.	Honda Civic	301,180	314,959
16.	Opel Ascona	284,691	286,401
17.	Mazda 323	272,000	257,459
18.	Opel Rekord	257,300	270,150
19.	Datsun Cherry	254,667	63,000
20.	Mitsubishi Mirage/Colt	247,000	56,000
21.	Peugeot 305	245,700	169,500
22.	Toyota Celica	245,468	293,917
23.	Toyota Corona	243,400	257,881
24.	Peugeot 504	238,300	298,150
25.	Audi 80	236,901	141,756
26.	Mazda 626	229,760	36,000
27.	Renault R-12	227,306	271,196
28.	Talbot Simca Horizon	222,296	207,544
29.	Citroen GS	222,072	256,826
30.	Volvo 240	210,000	171,000
31.	Renault R-14	197,607	144,357
32.	Datsun Bluebird	195,919	235,040
33.	Nissan Violet	193,617	207,404
34.	BMW 3-series	188,809	183,378
35.	Toyota Corona	183,602	206,561
36.	Talbot Simca 1307/08 1510	183,430	244,667
37.	Volkswagen Passat	182,208	128,915
38.	Toyota Cressida	177,988	213,293
39.	Audi 100/200	177,047	198,667
40.	Ford Granada	175,900	228,215
41.	Nissan Skyline	169,777	170,819
42.	Opel Kadett (rear axle drive)	167,986	296,354
43.	Mitsubishi Galant Sigma	166,000	206,277
44.	Fiat 131	159,626	204,963
45.	Citroen Visa	155,282	31,007
46.	Peugeot 104	143,500	184,800
47.	Toyota Crown	137,347	131,410
48.	Volkswagen Polo	132,947	112,456
49.	Toyota Starlet	128,663	128,651
50.	Fiat 126	126,687	167,585

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,567	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,913,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872.214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922

Compiled by MVMA

Sales, registrations: A tough year

1979 started strong, but faded as oil scares loomed and prices soared

By Jenny L. King
Staff Writer

New-car sales for the U. S. auto makers started 1979 with a bang and quietly closed the year with a whimper and a 10.66 - percent decline.

Customers flocked to showrooms during the first three months, engaging in a buying spree that was contradictory to economists' and analysts' warnings of a major national recession.

Then another oil crisis raised its ugly head and by April domestic new-car sales were on a long slide that would continue through the end of the year and on into 1980. Imported new cars picked up the slack left by the domestics and had month after month of record sales.

The U. S. auto makers finished 1979 with sales of 8,315,622, down 10.66 percent from 9,307,998.

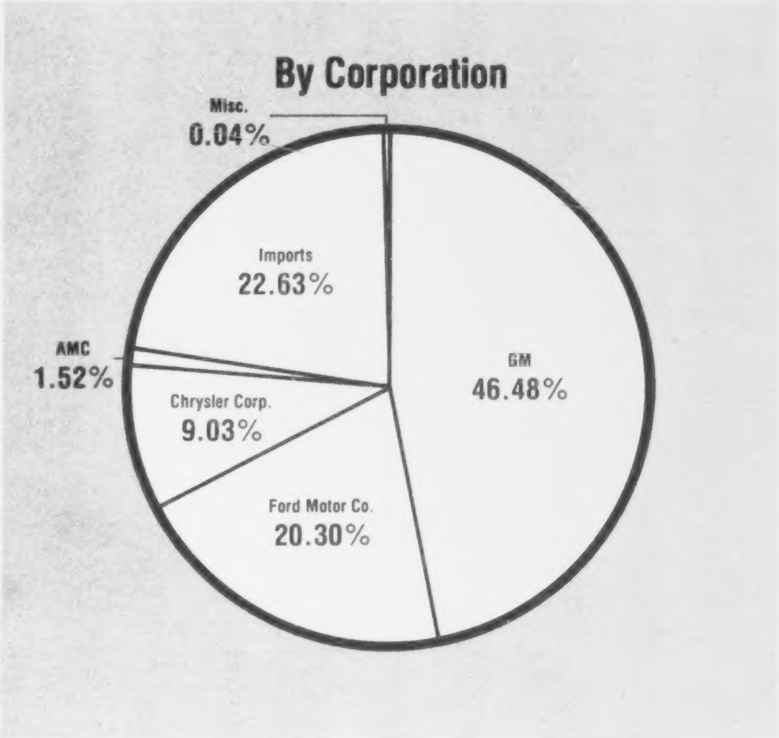
All of the major U. S. auto makers were down except the youngest of them, Volkswagen of America. General Motors sales dropped 8.79 percent, to 4,911,875 from a record 5,385,282. Ford Motor Co. reported sales of 2,132,644, down 17.43 percent from 2,582,702.

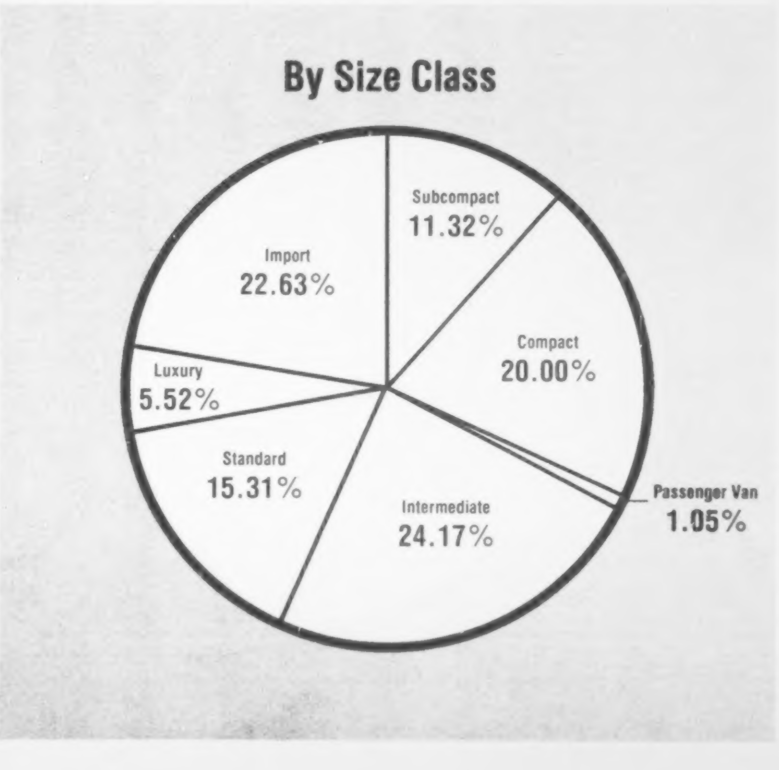
Chrysler Corp., in the throes of its worst financial crisis ever, suffered a 17.80-percent sales loss, to 942,207 from 1,146,258. American Motors sales were down 5.08 percent, to 162,057 from 170,739, while VWoA, builder of the increasingly popular Rabbit, enjoyed a sevenfold sales increase, to 166,839 from 23,017.

During the year, GM earned at least 60 percent of the domestic market 14 sales periods, finishing the year with 59.07 percent of the total. Ford sales accounted for 25.64

Continued on Page 12, Col. 1

1979 New-Car Registrations Market Shares





ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

	1979	1978
AMC Spirit/AMX	53,429	22,400
Concord	66,316	83,972
Concord Station Wagon	16,808	21,966
Eagle 4 WD	4,404	
Eagle Station Wagon	6,751	
Pacer	2,655	7,253
Pacer Station Wagon	5,906	13,070
Matador	348	5,770
Matador Station Wagon	136	3,366
Total American Motors Corp.	156,753	157,797
Chrysler LeBaron	85,298	99,095
LeBaron Station Wagon	14,756	20,716
Cordoba	59,817	103,443
Newport	51,122	31,413
New Yorker	32,650	34,786
Station Wagon		178
Total	243,643	289,631
Plymouth Horizon	143,360	113,081
Voyager	9,950	12,890
Volare	125,710	140,093
Volare Station Wagon	39,954	66,953
Fury	3,047	51,760
Fury Station Wagon	138	8,280
Gran Fury/Brougham	593	1,286
Plymouth Station Wagon		191
Total	322,752	394,534
Dodge Omni	121,525	84,288
Aspen	86,208	103,800
Aspen Station Wagon	31,045	50,941
Sportsman	29,522	41,499
Monaco	2,898	31,586
Monaco Station Wagon	108	5,820
Diplomat	39,052	48,410
Diplomat Station Wagon	6,763	9,485
Magnum XE/Mirada	23,531	47,346
St. Regis	26,350	2,096
Royal Monaco/Brougham		2,430
Dodge Station Wagon		245
Total	367,002	427,946
Total Chrysler Corp.	933,397	1,112,111
Ford Pinto	132,681	121,143
Pinto Station Wagon	50,595	45,241
Fairmont	251,000	291,063
Fairmont Station Wagon	81,621	108,932
Granada	141,116	217,078
Club Wagon	38,174	44,516
LTD II	28,387	138,489
LTD II Station Wagon		820
LTD	195,240	245,500
LTD Crown Victoria	1,582	
Ford Station Wagon	47,406	71,282
Mustang	294,904	187,923
Thunderbird	210,018	297,090
Total	1,472,724	1,769,077
Lincoln Continental	60,089	92,290
Continental Mark	54,497	72,279
Versailles	13,511	14,304
Total	128,097	178,873
Mercury Bobcat	34,654	21,740
Bobcat Station Wagon	8,378	7,631
Zephyr	77,213	95,419
Zephyr Station Wagon	18,035	24,627
Monarch	54,470	77,295
Marquis	28,051	35,675
Marquis Brougham	23,467	32,939
Grand Marquis	28,612	48,286
Marquis Station Wagon	13,138	15,215
Cougar	122,618	187 750
Cougar Station Wagon		388
Capri	88,484	13,334
Total	497,120	560,299
Lincoln-Mercury Division	625,217	739,172
Total Ford Motor Co	2,097,941	2,508,249
Buick Skyhawk	18,225	21,691
Skylark	104,172	97,033
Century	31,912	42,767
Regal	244,145	241,552
Century Station Wagon	25,402	32,850
LeSabre	28,015	30,586
LeSabre Limited	85,898	130,588
Electra 225	84,333	118,019
Buick Station Wagon	14,688	24,297
Riviera	49,525	23,149
Total	686,315	762,532
Cadillac deVille	167,018	202,707
Fleetwood & Chassis	35,579	36,269
Eldorado	60,935	43,681
Seville	44,120	52,396
Total	307,652	335,053
Chevrolet Chevette	363,216	241,622
Camaro	203,647	251,983
Monza	125,246	126,993
Monza Station Wagon	13,799	27,548
Nova/Citation	290,931	243,444
Sportvan	30,359	42,016
Malibu	243,699	269,780
Malibu Station Wagon	93,142	96,416
Monte Carlo	264,967	348,751
Impala	155,937	218,244
Caprice	189,113	256,977
Chevrolet Station Wagon	90,081	130,790
Corvette	40,076	40,426
Total	2,104,213	2,294,990
Oldsmobile Starfire	18,184	17,981
Omega	46,336	42,215
Cutlass Salon	61,546	65,658
Cutlass Supreme/Calais	403,107	391,566
Cutlass Station Wagon	45,652	44,751
Delta 88	31,814	41,400
Delta 88 Royale	161,838	187,402
98	90,293	117,882
Oldsmobile Station Wagon	27,052	33,972
Toronado	45,348	25,069
Total	931,170	967,896
Pontiac Sunbird	84,196	81,527
Sunbird Station Wagon	2,539	7,401
Phoenix	74,357	56,971
LeMans	77,078	92,516
LeMans Station Wagon	38,107	26,190
Catalina	24,950	46,789
Bonneville	83,691	77,070
Bonneville Brougham	39,551	49,178
Pontiac Station Wagon	22,530	26,942
Grand Prix	176,862	215,307
Firebird	149,955	177,192
Total	773,816	857,083
Total General Motors	4,803,166	5,217,554
(Checker)	4,255	3,855
Misc. Domestic Total	4,650	4,299
Domestic Station Wag. Total	822,535	1,067,425
Domestic Grand Total	7,995,907	9,000,010
Import Total	2,339,004	1,946,094
Grand Total All Reg.	10,334,911	10,946,104

Registrations not available for Oklahoma.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1979-1978

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'79	1041	2577	4071	2529	9177	24350	1927	8546	34823	13285	3970	35012	15314	13401	80902	35718	161661	'79	**Alabama**
	'78	1043	3683	4718	3036	11439	31747	3078	10220	45045	13993	4415	40315	16457	15728	90908	27678	176113	'78	
Alaska	'79	106	184	550	321	1055	1271	162	515	1948	272	147	1566	430	326	2741	4920	10770	'79	**Alaska**
	'78	127	323	536	598	1457	1637	234	546	2417	300	253	1677	465	370	3065	4670	11736	'78	
Arizona	'79	2080	2152	2796	2254	7202	16104	1250	3830	21184	6234	2800	21172	7205	6172	43583	29930	103979	'79	**Arizona**
	'78	1479	2690	3217	2742	8649	18197	1446	4574	24217	6229	2651	22487	7185	6161	44713	24056	103114	'78	
Arkansas	'79	853	1714	2608	1672	5994	16098	1545	5851	23494	4401	2101	16713	8220	6544	37979	13151	81471	'79	**Arkansas**
	'78	971	2323	3011	2205	7539	18985	2358	6642	27985	4807	2374	18498	9221	7109	42009	9735	88239	'78	
California	'79	6091	18671	24046	15611	58328	130937	12527	43117	186581	47126	49014	141535	71237	41969	350881	443191	1045072	'79	**California**
	'78	6879	24679	35745	23715	84139	158194	15790	45419	219403	54125	52793	171827	68619	48099	395463	405655	1111539	'78	
Colorado	'79	2319	2867	4226	3577	10670	18626	1385	6154	26165	5444	2538	22453	7943	5970	44448	50967	134369	'79	**Colorado**
	'78	1732	3117	4443	3895	11455	20004	1904	5963	27871	5874	2635	21244	8450	6626	44829	42652	128539	'78	
Connecticut	'79	2815	2350	5370	5289	13009	16212	972	6438	23622	10684	3127	31192	11891	9905	66519	46722	152687	'79	**Connecticut**
	'78	2847	3229	7368	6424	17021	20150	1346	7161	28657	12596	3524	33861	11910	10637	72528	39622	160675	'78	
Delaware	'79	635	849	1064	1081	2994	4145	287	1738	6170	1665	758	8952	3283	2868	17526	8447	35772	'79	**Delaware**
	'78	580	787	1039	1173	2999	4675	418	1819	6912	1987	848	9628	3210	3101	18774	6366	35626	'78	
Florida	'79	7592	11104	19140	14434	44678	70620	8363	24749	103732	31186	22873	98372	41814	48120	242365	114375	512742	'79	**Florida**
	'78	7411	14481	25853	18675	59009	77082	10977	27611	115670	32070	22948	104168	41313	48024	248523	95711	526324	'78	
Georgia	'79	1728	3866	6392	4567	14825	36066	2632	12186	50884	17325	6808	44976	21543	18394	109046	53831	230314	'79	**Georgia**
	'78	1964	4786	7328	6337	18451	44767	3754	14183	62704	18894	7254	49795	23200	21808	120951	42111	246181	'78	
Hawaii	'79	153	210	535	370	1115	2830	146	835	3811	755	284	2445	629	649	4762	8856	18697	'79	**Hawaii**
	'78	255	814	1892	1442	4148	6160	318	1731	8209	1705	513	5786	1384	1557	10945	20826	44383	'78	
Idaho	'79	350	534	1149	743	2426	3846	283	1965	6094	1246	499	4997	2096	1745	10583	10577	30030	'79	**Idaho**
	'78	407	965	1521	874	3360	5002	457	1975	7434	1397	526	5045	2088	2120	11176	10318	32695	'78	
Illinois	'79	8726	14458	20333	16657	51448	87207	9285	29226	125718	58459	19897	137393	66968	54658	337375	82025	605292	'79	**Illinois**
	'78	9082	16727	21748	18202	56677	106071	13649	35788	155508	64481	21925	153889	70550	60358	371203	67653	660123	'78	
Indiana	'79	3910	5911	9095	8532	23538	37901	2891	10522	51314	19724	5874	59203	30789	19817	135407	37152	251321	'79	**Indiana**
	'78	3847	7906	10039	8659	26603	46097	4290	12378	62765	22817	7074	63129	36260	23110	152390	28062	273667	'78	
Iowa	'79	2124	3792	5706	4051	13549	20130	1476	6746	28352	8456	1993	29159	11141	10593	61342	18915	124282	'79	**Iowa**
	'78	2074	4617	5526	4204	14347	24458	1985	7688	34131	9927	2273	31747	12487	10914	67348	14901	132801	'78	
Kansas	'79	1608	3301	3321	3373	9995	17925	1791	6407	26123	7721	2531	23132	11976	9625	54985	22478	115189	'79	**Kansas**
	'78	1750	3295	3583	3886	10764	18038	1890	5912	25840	7963	2545	23759	10289	9615	54171	16804	109338	'78	
Kentucky	'79	2160	2440	3909	3206	9555	21972	1562	6381	29915	7875	3039	29356	12202	9493	61965	21241	124836	'79	**Kentucky**
	'78	2065	3507	4813	3725	12045	30599	2613	7643	40855	9967	3936	34380	14198	11391	73892	18072	146929	'78	
Louisiana	'79	1220	4579	5606	3732	13917	35217	4292	12921	52430	12719	5781	35638	20066	14577	88701	27964	184232	'79	**Louisiana**
	'78	1408	5194	6306	4222	15722	41475	5550	15644	62669	12348	5454	37027	19476	14453	88758	20534	189091	'78	
Maine	'79	1050	870	2404	2191	5465	5818	194	1943	7955	2376	414	9522	2955	3325	18592	12984	46046	'79	**Maine**
	'78	1352	1313	3190	3252	7755	7910	269	2251	10430	3106	527	10667	3356	3707	21363	12393	53293	'78	
Maryland	'79	3573	5218	8240	8136	21594	39025	2223	10005	51253	11318	5417	58268	18609	18702	112314	57025	245759	'79	**Maryland**
	'78	2966	5837	9306	9779	24921	46693	3405	12116	62214	12634	5661	62036	18075	20784	119190	47821	257112	'78	
Massachusetts	'79	5443	4070	10578	10023	24671	30725	1783	11320	43828	16028	4173	54170	21608	16528	112507	61115	247564	'79	**Massachusetts**
	'78	5237	5389	12898	12710	30997	34860	2093	12805	49758	17108	4663	56329	20207	16480	114787	48310	249089	'78	
Michigan	'79	15910	25368	30263	27217	82848	84873	9851	38147	132871	47192	16997	134212	60389	52960	311750	68064	611443	'79	**Michigan**
	'78	16017	22145	33817	32748	88710	110557	13960	41398	165915	50347	20938	142384	69697	64322	347688	51370	669700	'78	
Minnesota	'79	2744	6786	11656	9989	28431	33080	1898	9578	44556	14809	3706	51136	24451	16491	110593	30896	217220	'79	**Minnesota**
	'78	2776	7006	10712	10901	28618	36012	2187	9974	48173	16541	3917	52921	23941	17769	115089	24288	218944	'78	
Mississippi	'79	832	1859	2104	1549	5512	19110	1641	5824	26575	6640	2193	18289	9329	8232	44683	15479	93081	'79	**Mississippi**
	'78	848	2520	2280	2065	6865	23509	2381	6975	32865	7459	2154	20720	10258	9217	49808	12370	102756	'78	
Missouri	'79	2626	5888	7533	8009	21430	35583	2776	12224	50583	16603	5068	45996	24210	18254	110131	38335	223105	'79	**Missouri**
	'78	2467	7291	8782	9342	25415	42778	4001	14465	61244	16934	6003	52924	25079	20305	121245	28646	239017	'78	
Montana	'79	436	864	991	742	2597	3255	292	1398	4945	1103	303	4143	1592	1307	8448	7871	24297	'79	**Montana**
	'78	446	1202	1100	1147	3449	4536	408	1536	6480	1461	535	5122	2069	1702	10879	8709	29963	'78	
Nebraska	'79	707	2054	2498	2544	7096	10563	917	4065	15545	4128	1325	14558	6509	5344	31864	12217	67429	'79	**Nebraska**
	'78	565	2416	2971	2456	7843	11887	1060	4074	17021	4630	1389	15138	5974	5115	32246	9428	67103	'78	
Nevada	'79	608	893	1636	784	3313	6966	706	1767	9439	1825	1729	6653	2690	3124	16021	13251	42632	'79	**Nevada**
	'78	540	1185	1914	1210	4309	7268	866	1789	9923	1705	1796	8027	2793	3252	17573	11171	43516	'78	
New Hampshire	'79	1986	1039	3145	2645	6829	7627	[illegible]	2830	11039	3614	1068	14264	4586	4886	28418	23122	71394	'79	**New Hampshire**
	'78	1319	912	2474	2278	5664	6269	[illegible]	1941	8646	2726	715	10688	3031	3461	20621	13488	49739	'78	
New Jersey	'79	5727	6872	13679	12352	32903	44337	5114	16767	66218	28492	15737	76416	30852	29698	181195	89231	375274	'79	**New Jersey**
	'78	6520	9526	16611	14419	40556	57821	7766	19831	85418	34738	17457	91376	30215	35034	208820	74634	415948	'78	
New Mexico	'79	746	1191	1445	1067	3703	8269	848	3422	12539	2535	1103	9615	4317	3265	20835	14444	52267	'79	**New Mexico**
	'78	820	1546	1717	1386	4649	9565	1187	3685	14437	2928	1221	9117	4694	4136	22096	11792	53794	'78	
New York	'79	11090	19118	32646	30734	82498	77122	6786	26452	110360	49141	25970	155119	61254	51553	343037	134083	681068	'79	**New York**
	'78	10674	20027	36020	35888	91935	89973	9564	30644	130181	51778	26576	163415	56384	53819	351972	106484	691246	'78	
N. Carolina	'79	3309	3905	6315	5966	16186	37579	2590	11346	51515	16878	5542	50124	20695	21399	114638	65507	251155	'79	**N. Carolina**
	'78	3563	4990	7668	8241	20899	44891	3865	12808	61564	20452	5831	51499	23347	24444	124573	47622	258221	'78	
N. Dakota	'79	374	1183	1201	1275	3659	3987	402	1583	5972	1549	453	6107	2761	2132	13002	4744	27751	'79	**N. Dakota**
	'78	298	1422	1057	1280	3759	5089	445	1523	7057	1694	538	5740	2396	1903	12271	3498	26883	'78	
Ohio	'79	11894	15142	22961	23554	61657	78424	6365	25985	110774	43328	14027	130280	61104	48230	296969	78410	559704	'79	**Ohio**
	'78	11267	18212	25496	26909	70617	94127	9068	29251	132446	49395	16124	139702	66191	53845	325257	61769	601356	'78	
Oklahoma	'79																		'79	**Oklahoma**
	'78																		'78	
Oregon	'79	1811	1912	2503	2446	6861	13431	958	4783	19172	4032	2396	17367	7248	5646	36689	52724	117257	'79	**Oregon**
	'78	1480	3097	3645	4638	11380	16192	1510	4803	22505	4927	2900	20478	7024	6786	42115	44889	122369	'78	
Pennsylvania	'79	13799	14373	24486	25224	64083	68632	4702	21013	94347	35911	13463	118624	43897	39805	251900	110611	534740	'79	**Pennsylvania**
	'78	13195	18834	28688	29373	76895	85332	7226	26151	118709	41746	16040	133461	48827	46097	286171	91979	586949	'78	
Rhode Island	'79	1334	901	1814	1816	4531	4880	376	2106	7362	2706	849	7420	3303	2437	16715	9887	39829	'79	**Rhode Island**
	'78	1342	1368	2205	2359	5922	5797	532	2724	9053	3268	949	8649	3140	2604	18610	7771	42698	'78	
S. Carolina	'79	1167	2395	3071	2923	8389	20720	1299	6814	28833	8734	2418	24502	10715	10350	56719	30425	125533	'79	**S. Carolina**
	'78	1008	3294	3615	4010	10919	25628	1864	7268	34760	9818	2604	26950	11946	11932	63250	24495	134432	'78	
S. Dakota	'79	313	1130	1103	1144	3377	4070	321	1699	6090	1452	325	5325	2150	1494	10745	3887	24412	'79	**S. Dakota**
	'78	280	1196	1183	1303	3682	4670	404	1680	6754	1701	384	5403	2110	1607	11205	3149	25070	'78	
Tennessee	'79	1829	3651	5153	4116	12920	28837	2574	9375	40786	12597	5336	36851	18901	17268	90953	40309	186897	'79	**Tennessee**
	'78	2024	4807	6378	6497	17682	40687	4547	11764	57198	14632	6797	46802	22906	21886	113123	33429	223456	'78	
Texas	'79	5546	15993	13568	12278	41839	113357	12265	39399	165021	54345	28322	143287	78858	58188	363000	122580	697986	'79	**Texas**
	'78	7145	16452	16556	15890	48898	132957	16775	45708	195440	57311	28003	154817	79826	61792	381749	89856	723088	'78	
Utah	'79	691	1211	1669	1341	4221	7847	577	2855	11279	2228	972	9768	3200	2483	18651	15463	50305	'79	**Utah**
	'78	540	1715	1992	1449	5156	9656	993	2808	13457	2937	1206	10886	3365	3117	21511	15246	55910	'78	
Vermont	'79	568	548	1306	1727	3581	2680	132	1609	4421	1333	286	5841	1287	1491	10218	8218	27006	'79	**Vermont**
	'78	457	580	1345	1998	3923	3288	160	1201	4649	1539	285	6381	1128	1509	10842	8251	28122	'78	
Virginia	'79	2998	5417	9186	7971	22574	38426	2309	9990	50725	10625	5309	51541	18258	18778	104511	62342	243150	'79	**Virginia**
	'78	3183	6575	10313	11365	28253	46398	3242	10943	60583	13022	5906	52364	20390	20571	112253	52035	256307	'78	
Washington	'79	1818	3077	5506	3577	12160	21075	1289	7706	30070	5886	2824	26788	9390	6354	51244	71120	166412	'79	**Washington**
	'78	1769	4440	6897	5243	16580	23527	1723	7729	32979	6679	3275	29037	9155	6960	55106	61237	167671	'78	
W. Virginia	'79	2101	2530	3688	4085	10303	11841	872	3656	16369	4488	1354	18633	6031	5269	35755	14969	79497	'79	**W. Virginia**
	'78	1455	2968	4442	3667	11077	12433	1204	3353	16990	4980	1447	17073	8655	5479	35634	11472	76629	'78	
Wisconsin	'79	6743	5561	10492	10440	26493	28894	2032	10814	41740	17706	3228	44813	22501	20948	109196	31508	215680	'79	**Wisconsin**
	'78	7064	6745	10445	11205	28395	37037	2714	11734	51485	20426	3834	48052	24999	22834	120145	26297	233386	'78	
Wyoming	'79	342	528	781	638	1751	2786	311	1647	4644	1181	411	3219	1378	1440	7627	6318	20882	'79	**Wyoming**
	'78	264	644	635	610	1889	3093	446	1265	4804	1138	408	2697	1365	1487	7295	4828	18880	'78	
Dist. of Columbia	'79	118	607	809	678	2094	3879	333	951	5163	953	897	4232	1612	1501	9095	6027	22497	'79	**Dist. of Columbia**
	'78	151	858	1115	1091	3064	4126	512	1182	5820	1234	1021	4903	1523	1841	10522	6415	25972	'78	
Federal Government	'79	909	228	2645	1680	4553	13509	3	20	13532	180	4	3664	105	88	4041	28	23123	'79	**Federal Government**
	'78	2828	8	1794	3809	5611	10973	3	23	10999	38	8	670	78	105	899	36	20373	'78	
United States Total	'79	156753	243643	367002	322752	933397	1472724	128097	497120	2097941	586315	307652	2104213	831170	773816	4603166	2343654	10334911	'79	**United States Total**
	'78	157797	289631	427946	394534	1112111	1769077	178873	560299	2508249	762532	336053	2294990	967896	857063	5217564	1950393	10946104	'78	

Registrations for the State of Hawaii are temporarily delayed. Registrations for the State of Oklahoma are not available.

Continued from Page 8

percent, Chrysler earned 11.33 percent, VWoA had 2.01 percent and AMC cornered 1.95 percent of the market.

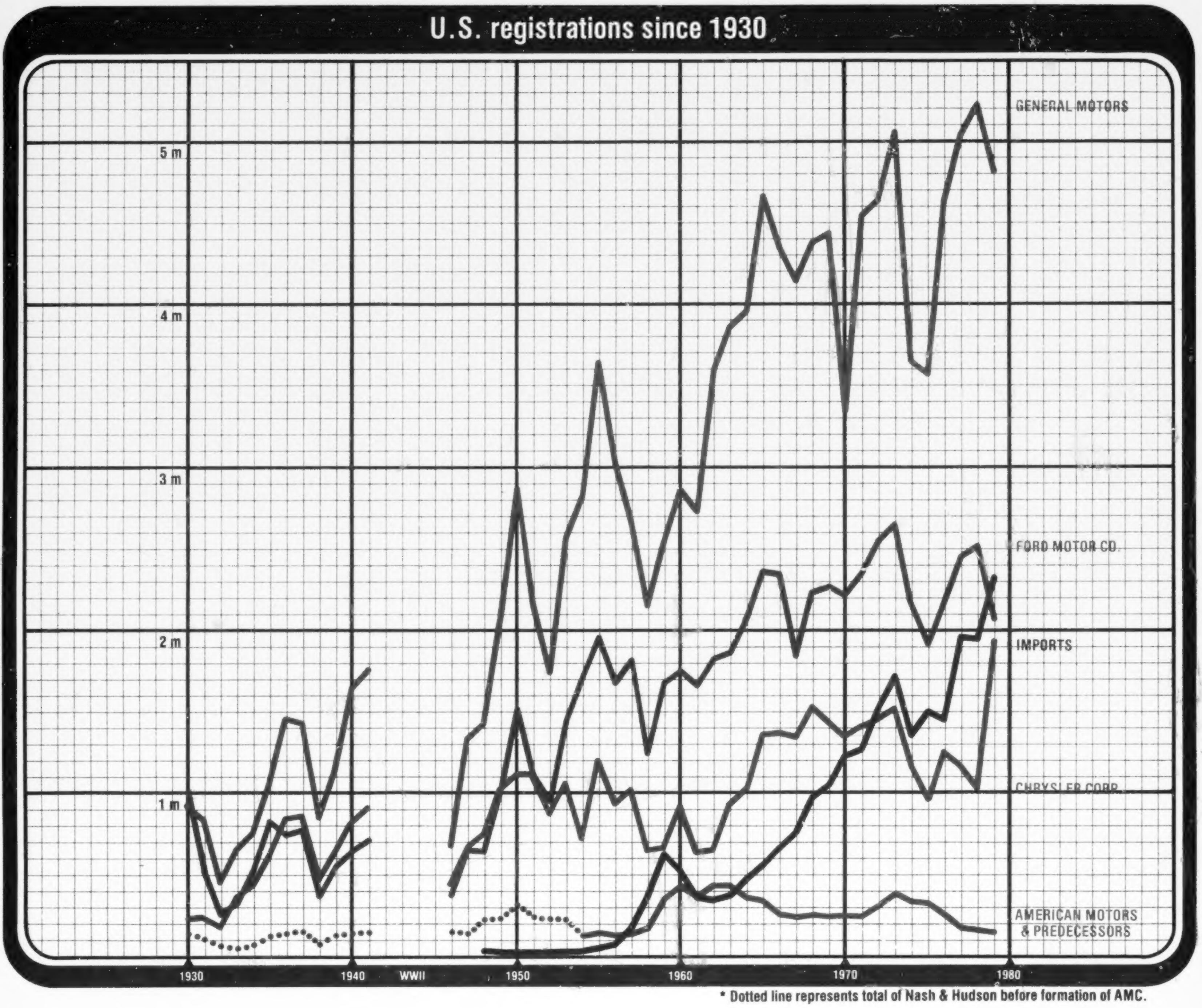
The best - selling nameplate in 1979 was standard Chevrolet (Caprice and Impala), followed by Oldsmobile Cutlass Supreme, Chevrolet Chevette, Chevrolet Malibu and Ford Fairmont.

The domestic market class breakdown for 1979 showed subcompacts accounting for 16.46 percent, compacts were 26.73 percent, intermediates 30.44 percent, standards 19.37 percent and luxury models 7.00 percent. The preceding year it was subcompacts at 10.65 percent, compacts at 27.83 percent, intermediates at 32.31 percent, Standards at 22.38 percent and luxury models at 6.83 percent.

New-car registrations totaled 10,334,911 in 1979, compared with 10,946,104 the preceding year. Of that total, a record 2,339,004 were imports, compared with 1,946,094 in 1978.

New to the section this year is the graph below showing trends in registrations among the corporate makers since 1931. Accompanying this graph are three tables beginning on this page, which give registration

Continued on Page 22, Col. 2


U.S. registrations since 1930

* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1979

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,104,213
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,083	773,816
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967.896	931,170
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	686,315
Cadillac	196,498	209,546	205,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,652
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,803,166
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,472,724
Mercury	308,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560 299	497,120
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,097
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,097,94?
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	322,752
Dodge	543,560	491,919	581,476	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,002
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,643
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	....	....	....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	933,397
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,753
Misc. Domestic	7,636	8,440	7,969	5,739	4,456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,650
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,339,004
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,334,911

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,692	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,808	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,098	321,817	288,884	311,574	331,367
Edsel	....	....	....	....	....	....	....	26,681	38,601	40,778	....	....	....	....	....	....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,698,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,063	....	....	....	....	....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	....	....	....	....	....	....	10,460	33,017	14,823	18,498	16,360	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	....	....	....	....	....	....	....	....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	....	....	....	....	....	....	....	....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	....	....	....	....	7,018	6,807	7,145	11,791	....	....	....	....	....	....	....	....
AMERICAN MOTORS	....	....	....	....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	....	....	....	....	....	....	....	....
STUDEBAKER-PACKARD	....	....	....	....	....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	....	....	....	....	....	....	....	....	....	....
Frazer	11,884	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Henry J	14,339	51,372	28,718	10,710	1,123	....	....	....	....	....	....	....	....	....	....	....
Allstate	....	....	1,566	675	....	....	....	....	....	....	....	....	....	....	....	....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	....	....	....	....	....	....	....	....	....	....
KAISER-FRAZER	112,055	103,658	71,306	....	....	....	....	....	....	....	....	....	....	....	....	....
KAISER-WILLYS	....	....	....	76,643	27,014	7,226	....	....	....	....	....	....	....	....	....	....
Austin	5,452	3,800	4,804	3,087	....	....	....	....	....	....	....	....	....	....	....	....
Crosley	6,896	5,304	2,679	....	....	....	....	....	....	....	....	....	....	....	....	....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

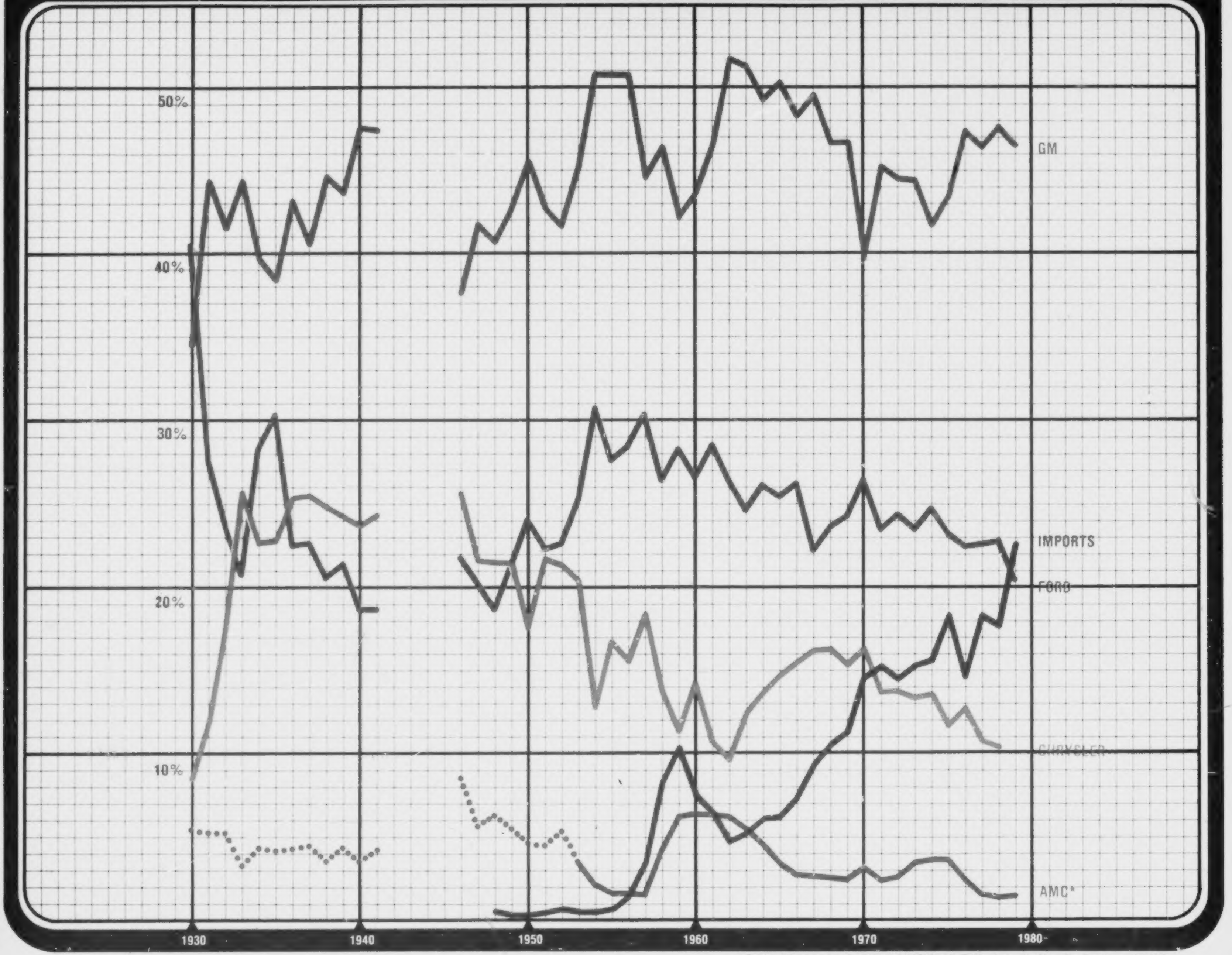
*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,676	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,708	43,809	63,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	6,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	....	....	....	....	....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,888	806,766
Mercury	....	....	....	....	....	....	....	....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,081	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	28,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,866	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,518	21,567	20,825	15,819	....	....	....	....	....	....	....	....
Studebaker	56,525	46,532	41,968	36,242	[illegible]	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	8,552	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	....	....							....	....	....	....	3,501	55,571	108,367	57,995
Frazer	....	....							....	....	....	....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	....	....						....	....	....	....	....	5,374	106,729	166,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,036	5,536	5,163	3,022	1,292	....	....	....	....	....	....	....	....
Austin	4,354	2,941	2,520	3,675	1,057		....	....	....	....	....	....	....	....	....	....
Crosley	....	....	....					....	....	....	....	....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360		....	....	....	....	....	....	....	....	....	....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,987	4,139	3,660	1,856	....	....	....	....	....
Huppmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	....	....	....	....	....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	....	....	....	....	....	....	....	....
Reo	11,449	6,761	3,870	3,623	3,854	3,894	3,146	....	....	....	....	....	....	....	....	....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes imports.

U.S. registrations, market shares by corporation since 1930



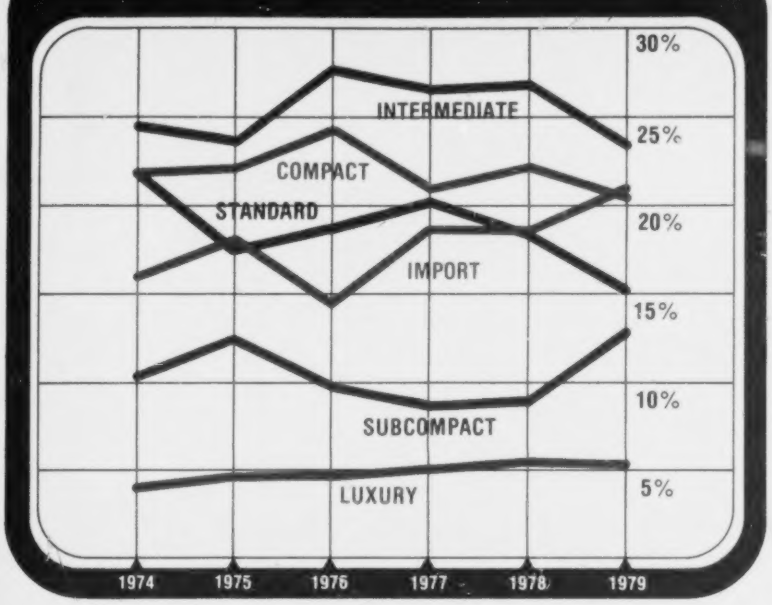
* Dotted line represents total of Nash & Hudson before formation of AMC.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

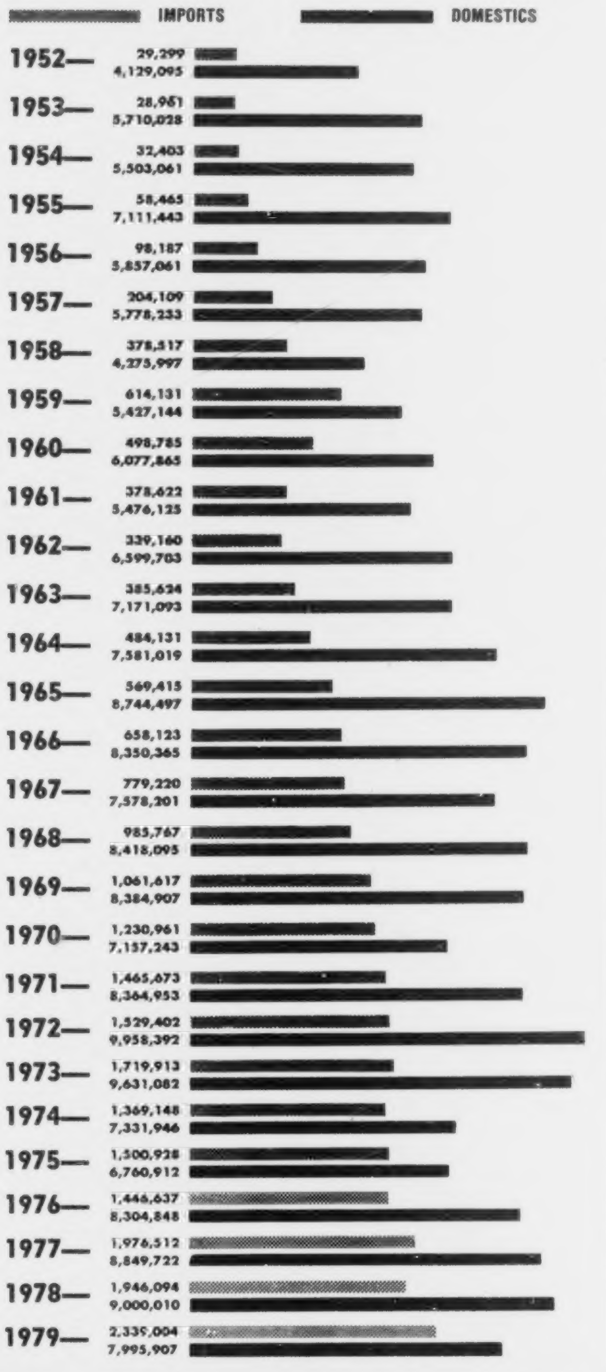
Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	—
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	—
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.61	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	—	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	—	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	—	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	—	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	—	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	—	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	—	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	—	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	—	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	—	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	—	0.08	7.31
1967	49.53	22.15	16.05	2.85	—	—	0.10	9.32
1968	46.73	23.70	16.25	2.76	—	—	0.08	10.48
1969	46.79	24.25	15.12	2.54	—	—	0.06	11.24
1970	39.73	26.42	16.09	3.03	—	—	0.05	14.68
1971	45.16	23.52	13.71	2.50	—	—	0.05	15.06
1972	44.40	24.39	13.80	2.83	—	—	0.05	14.53
1973	44.32	23.50	13.33	3.45	—	—	0.05	15.15
1974	41.89	24.96	13.56	3.79	—	—	0.06	15.74
1975	43.31	23.06	11.70	3.72	—	—	0.04	18.17
1976	47.22	22.45	12.91	2.53	—	—	0.05	14.84
1977	46.37	22.66	10.97	1.69	—	—	0.04	18.26
1978	47.67	22.91	10.16	1.44	—	—	0.05	17.78
1979	46.48	20.30	9.03	1.52	—	—	0.04	22.63

*—And predecessors

U.S. new-car sales, shares by market class, since 1974



U. S. NEW-CAR REGISTRATIONS, IMPORTS VS. DOMESTIC, SINCE 1952



MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - JANUARY, 1980 — BY YEAR, 1970 - 1979)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	10,641,099

*—Import yearly total adjusted in each grand total.

DOMESTIC SALES BY NAMEPLATE

U. S. NEW CARS

	1979 Total	1978 Total
1—Chevrolet	449,001	621,140
2—Cutlass Sup.	404,068	406,993
3—Chevette	375,724	247,088
4—Malibu	344,233	374,124
5—Fairmont	338,819	405,780
6—Citation/Nova	308,437	248,214
7—Mustang	304,053	199,760
8—Monte Carlo	265,877	355,058
9—Regal	249,379	248,543
10—Ford	245,565	332,930
11—Oldsmobile	223,699	273,384
12—Thunderbird	215,698	304,430
13—Cadillac	206,164	248,825
14—Camaro	204,742	260,201
15—Pinto	187,708	187,880
16—Grand Prix	175,573	224,195
17—Pontiac	171,301	209,536
18—Volare	167,091	210,125
19—Rabbit	166,839	23,017
20—Firebird	149,211	188,212
21—Horizon	146,740	118,993
22—Granada	141,737	219,026
23—Monza	141,564	158,127
24—LeSabre	129,554	190,414
25—Omni	124,378	89,497
26—XR-7	121,184	159,687
27—Aspen	117,777	157,308
28—Skylark	115,000	97,915
29—LeMans	114,993	125,020
30—Cutlass	114,092	113,286
31—LeBaron	99,588	125,558
32—Zephyr	99,335	120,781
33—Mercury	94,654	136,719
34—Capri	90,850	18,035
35—Sunbird	89,107	91,737
36—Electra	88,195	121,705
37—Chrysler	87,451	67,892
38—Concord	85,432	114,764
39—Phoenix	80,857	58,280
40—Eldorado	62,553	46,267
41—Century	62,210	74,813
42—Cordoba	61,801	105,442
43—Lincoln	60,797	97,009
44—Mark V/VI	56,888	75,731
45—Monarch	55,347	78,824
46—Spirit	54,356	24,412
47—Riviera	51,402	25,753
48—Omega	50,098	42,860
49—Toronado	46,845	28,039
50—Seville	45,317	55,721
51—Diplomat	45,131	60,656
52—Bobcat	44,674	36,281
53—Corvette	38,631	42,247
54—Club Wagon	31,094*	45,964
55—St. Regis	28,303	5,238
56—LTD II	26,700	138,947
57—Sportsman	24,917*	44,376
58—Mirada/ Magnum	24,784	48,326
59—Sportvan	24,594*	43,582
60—Skyhawk	18,768	22,221
61—Starfire	18,611	18,351
62—Eagle	14,101	....
63—Versailles	13,586	15,747
64—Voyager	8,265*	13,895
65—Pacer	8,168	20,811
66—Cougar	3,955	35,251
67—Fury	2,681	60,378
68—Monaco	2,554	37,594
69—Gran Fury	746	980
TOTALS	8,315,622	9,307,998

*Passenger van sales are totals through Sept. 30, 1979.

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

	PLANTS IN UNITED STATES				PLANTS IN CANADA				
	U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
PASSENGER CARS									
12 Months 1978	9,165,190	541,552	130,075	8,493,563	1,127,573	764,835	107,037	255,701	10,292,763
January 1979	737,115	38,378	13,936	684,801	91,569	62,785	6,406	22,378	828,684
February 1979	709,192	42,117	12,461	654,614	90,508	57,910	8,369	24,229	799,700
March 1979	882,968	62,043	14,917	806,008	108,725	64,804	10,602	33,319	991,693
April 1979	761,364	44,346	10,619	706,399	78,842	45,102	7,678	26,062	840,206
May 1979	921,557	66,457	13,220	841,880	98,671	54,270	7,903	36,498	1,020,228
June 1979	819,968	58,922	9,576	751,470	94,058	52,274	9,969	31,815	914,026
July 1979	587,031	38,291	7,913	540,827	61,307	32,344	6,778	22,185	648,338
August 1979	449,016	25,072	7,134	416,810	43,479	31,432	5,437	6,610	492,495
September 1979	629,678	51,097	21,550	557,031	77,093	44,992	7,869	24,232	706,771
October 1979	786,516	62,812	21,997	701,707	84,255	46,561	9,275	28,419	870,771
November 1979	640,783	51,904	14,680	574,199	80,771	51,488	5,376	23,907	721,554
December 1979	494,038	40,658	10,988	442,392	63,896	38,424	7,066	18,406	557,934
12 Months 1979	8,419,226	582,097	158,991	7,678,138	973,174	582,386	92,728	298,060	9,392,400
TRUCKS AND BUSES									
12 Months 1978	3,706,239	138,970	151,621	3,415,648	662,299	396,935	51,195	214,169	4,368,538
January 1979	312,321	13,297	10,680	288,344	59,759	40,637	970	18,152	372,080
February 1979	297,638	13,590	11,085	272,963	58,615	38,900	3,371	16,344	356,253
March 1979	354,307	17,577	11,094	325,636	76,639	46,282	6,180	24,177	430,946
April 1979	270,903	10,040	9,897	250,966	54,610	31,783	5,224	17,603	325,513
May 1979	329,156	19,078	12,387	297,691	68,977	40,172	5,939	22,866	398,133
June 1979	290,085	15,314	12,582	262,189	60,645	26,362	3,330	30,953	350,730
July 1979	218,876	13,824	7,348	197,704	34,929	8,564	4,276	22,089	253,805
August 1979	151,384	7,167	8,624	135,593	34,929	8,564	4,276	22,089	253,805
September 1979	198,249	10,006	11,992	176,251	50,034	26,522	4,062	19,450	248,283
October 1979	251,156	15,389	13,799	221,968	51,203*	25,681*	2,503	23,019	302,359*
November 1979	196,188	12,609	12,765	170,814	44,052	23,317	1,459	19,276	240,240
December 1979	166,443	10,503	14,978	140,962	39,378	20,975	1,888	16,515	205,821
12 Months 1979	3,036,706	158,394	137,231	2,741,081	633,075	348,231	43,861	240,983	3,669,781
TOTAL MOTOR VEHICLES									
12 Months 1978	12,871,429	680,522	281,696	11,909,211	1,789,872	1,161,770	158,232	469,870	14,661,301
January 1979	1,049,436	51,675	24,616	973,145	151,328	103,422	7,376	40,530	1,220,764
February 1979	1,006,830	55,707	23,546	927,577	149,123	96,810	11,740	40,573	1,155,953
March 1979	1,237,275	79,620	26,011	1,131,644	185,364	111,086	16,782	57,496	1,422,639
April 1979	1,032,267	54,386	20,516	957,365	133,452	76,885	12,902	43,665	1,165,719
May 1979	1,250,713	85,535	25,607	1,139,571	167,648	94,442	13,842	59,364	1,418,361
June 1979	1,110,053	74,236	22,158	1,013,659	154,703	78,636	13,299	62,768	1,264,756
July 1979	805,907	52,115	15,261	738,531	96,236	40,908	11,054	44,274	902,143
August 1979	600,400	32,239	15,758	552,403	77,713	50,468	10,096	17,149	678,113
September 1979	827,927	61,103	33,542	733,282	127,127	71,514	11,931	43,682	955,054
October 1979	1,037,672	78,201	35,796	923,675	135,458*	72,242*	11,778	51,438	1,173,130*
November 1979	836,971	64,513	27,445	745,013	124,823	74,805	6,835	43,183	961,194
December 1979	660,481	51,161	25,966	583,354	103,274	59,399	8,954	34,921	763,755
12 Months 1979	11,455,932	740,491	296,222	10,419,219	1,606,249	930,617	136,589	539,043	13,062,181

*—Revised

SOURCE: Motor Vehicle Manufacturers Assn.

NAMEPLATE SALES PER U. S. OUTLET

1979 pos.	Nameplate	1978 pos.
1—64	Chevette	42— 1
2—50	Horizon	39— 2
3—45	Omni	32— 3
4—34	Pinto	30— 4
5—33	Spirit	15— 8
6—28	Sunbird	29— 5
7—24	Monza	27— 6
8—15	Bobcat	10— 9
9— 6	Skyhawk	7—10
10— 5	Starfire	6—11

Compact

1979 pos.	Nameplate	1978 pos.
1—62	Fairmont	73— 1
2—56	Volare	69— 3
3—55	Mustang	12—14
4—52	Nova/Citation	42— 7
5—51	Concord	71— 2
6—46	Firebird	58— 4
7—43	Aspen	56— 5
8—37	Skylark	32—10
9—35	Camaro	44— 6
10—34	Zephyr	40— 8
11—30	Capri	6—16
12—25	Granada	39— 9
12—25	Phoenix	18—12
14—19	Monarch	27—11
15—15	Omega	12—14
16— 8	Eagle	*
17— 5	Pacer	13—13

*—New nameplate in 1979.

Compact Vans**

1979 pos.	Nameplate	1978 pos.
1— 9	Sportsman	15— 1
2— 5	Club Wagon	8— 2
3— 4	Sportvan	7— 3
4— 3	Voyager	4— 4

**—Sales include period Jan. 1, 1979-Sept 30, 1979.

Intermediate

1979 pos.	Nameplate	1978 pos.
1—121	Cutlass Supreme	123— 1
2— 81	Regal	32— 2
3— 58	Malibu	62— 4
4— 55	Grand Prix	70— 3
4— 55	Monte Carlo	60— 5
6— 41	XR-7	54— 7
7— 39	Thunderbird	55— 6
8— 36	LeMans	38— 8
9— 34	Cutlass	34—10
10— 30	LeBaron	38— 8
11— 21	Century	24—13
12— 19	Cordoba	32—11
13— 16	Diplomat	21—14
14— 9	Magnum	18—16
15— 5	LTD II	25—12
16— 1	Cougar	12—18

Standard

1979 pos.	Nameplate	1978 pos.
1—76	Chevrolet	104— 1
2—68	Oldsmobile 88	82— 2
3—53	Pontiac	64— 3
4—45	Ford	60— 5
5—43	LeSabre	63— 4
6—32	Mercury	46— 6
7—29	Electra	40— 7
8—27	Chrysler	20— 9
8—27	Oldsmobile 98	37— 8
10—10	Dodge	2—10

Luxury

1979 pos.	Nameplate	1978 pos.
1—126	Cadillac	153— 1
2— 38	Eldorado	29— 5
3— 37	Lincoln	60— 2
4— 35	Mark V/VI	47— 3
5— 27	Seville	34— 4
6— 16	Riviera	8— 7
7— 14	Toronado	8— 7
8— 8	Versailles	10— 6
9— 6	Corvette	7— 9

1958-1979

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622

SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Chevrolet	364	394	381	350	302	332	408	352	355	268
Oldsmobile	286	302	294	272	192	158	241	208	200	139
Ford	269	326	335	308	276	318	380	345	337	323
Pontiac	241	277	249	233	155	151	244	204	204	163
Buick	234	256	245	244	171	141	224	198	206	160
Cadillac	193	215	207	190	166	138	178	150	154	101
Mercury	172	195	172	143	119	117	145	133	119	116
Dodge	133	158	162	166	117	149	186	166	167	158
Plymouth	110	133	143	174	127	176	216	187	185	186
AMC	97	105	112	140	177	176	205	141	114	109
Lincoln	80	115	112	76	62	56	76	60	45	41
Chrysler	76	89	96	86	70	36	51	52	48	44

1973-1979 figures are based on retail sales. Figures for prior years are based on R. L. Polk registrations.

TOTAL PASSENGER CARS IN U. S. OPERATION, MAKES BY YEAR MODELS

(As of July 1, 1979)

MAKE	July 1 Totals	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	968	1967	1966	1965	1964	Prior to '64	Yr. not Given
American Motors	2732835	93518	149214	173172	264275	220113	400394	295783	219551	165570	149044	134186	103442	60063	66483	65645	52326	114543	513
Buick	6894938	499672	725460	766024	654025	429819	404533	676949	541543	400056	444733	398006	271434	186679	139211	121318	80356	155020	100
Cadillac	2928158	244460	320218	323402	288366	217815	206744	255637	215746	141138	170472	134970	11692	75792	63466	41984	27310	88768	178
Chevrolet	22775024	1576313	2200738	2124991	1880380	1539761	1984576	2087734	1827242	1276561	1293592	1138967	938044	652168	584148	432331	350042	886456	980
Chrysler	2311337	156291	288436	316272	229639	193807	84232	175190	147642	117595	105452	127339	105474	68983	70215	43985	24586	56041	158
Dodge	5593002	273568	473108	521299	423159	374106	526977	537804	491550	391768	316092	295334	259818	180756	176833	125276	78203	111144	207
Ford	19272108	1158342	1855864	1615535	1620134	1305094	1778799	1851933	1642370	1311692	1185176	807387	697791	573173	561954	457594	227144	620530	1596
Imperial	98645	....	....	....	....	6436	10915	12817	11218	7913	7158	10929	7312	6577	4032	3497	3706	6071	64
Lincoln	1095685	123135	150209	166907	107164	85184	76926	104370	75424	44093	36354	39203	17856	16278	16477	8754	6329	20902	120
Mercury	4172210	374492	545071	439951	391433	312922	309023	377868	316309	229913	175035	178163	142257	100178	64608	58075	46099	110344	469
Oldsmobile	7865987	737193	916922	1002890	774258	527122	506263	764440	599951	411726	415481	345571	259751	182311	139598	108051	66552	107736	171
Plymouth	6160754	248171	419099	486142	458694	374977	614579	691556	569246	475416	413171	340911	304296	205895	186820	140840	78981	151751	209
Pontiac	7317874	594360	803889	793042	637166	429063	478613	751300	550877	418088	428804	407219	328169	232235	166315	113727	69827	114973	207
Studebaker	41590	....	....	....	....	....	....	....	....	....	....	....	....	....	1366	1671	4311	34010	232
Miscellaneous	15416360	1208242	1850395	1489661	1474195	973866	1621214	1345375	1222538	1181255	768373	675628	446990	320825	218485	151413	107722	351621	8562
TOTALS	104676507	7287757	10698623	10219288	9202888	6990085	9003788	9964756	8431207	6572784	5908937	5033813	3999326	2861913	2460011	1874161	1223494	2929910	13766

The statistics for the state of Oklahoma and Pennsylvania have been estimated

Compiled from official State Records by R. L. Polk & Co. Supplied to subscribers for internal use. Resale, republishing of sharing prohibited.

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,334,911
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1974	8,701,094
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,467,910
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1975	2,397,417
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

Continued from Page 12

data by nameplate back to 1931.

When using tables in this section, readers are advised to note the difference between "sales" and "registrations." Sales are reported by the companies based on deliveries to their dealers. Registrations are cars actually registered in the 50 states, and the District of Columbia and by the Federal Government.

The main difference is that registrations are broken out into greater detail than sales—for example, by models or by states.

Researchers using new-car figures are advised to stick to using either sales or registration data throughout. Mixing of the figures could lead to confusion.

The table at the top of this page, Total Passenger Cars in U. S. Operation, is based on registrations, as is the table below, U. S. Auto Scrappage since 1950.

PRODUCTION VERSUS REGISTRATIONS BY MAKES IN U. S. FOR 1979

PASSENGER CARS

	Total 1979 Production	Percent of Total Production	Percent of Production Registered	Total 1979 Registrations	Percent of Total 1979 Registrations
AMERICAN MOTORS	184,636	2.19	84.90	156,753	1.52
CHRYSLER	934,632	11.10	99.87	933,397	9.03
Chrysler	181,427	2.16	134.29	243,643	2.36
Dodge	380,745	4.52	96.39	367,002	3.55
Plymouth	372,461	4.42	86.65	322,752	3.12
FORD	2,037,185	24.20	102.98	2,097,941	20.30
Ford	1,375,775	16.34	107.05	1,472,724	14.25
Lincoln	151,960	1.81	84.30	128,097	1.24
Mercury	509,450	6.05	97.58	497,120	4.81
GENERAL MOTORS	5,083,957	60.39	94.48	4,803,166	46.47
Buick	787,123	9.35	87.19	686,315	6.64
Cadillac	345,794	4.11	88.97	307,652	2.97
Chevrolet	2,214,955	26.31	95.00	2,104,213	20.36
Oldsmobile	1,004,515	11.93	92.70	931,170	9.01
Pontiac	731,570	8.69	105.77	773,816	7.49
VOLKSWAGEN	173,192	2.06	—	—	—
MISCELLANEOUS U.S.	4,766	0.06	—	2,343,654	22.68
TOTAL	8,418,369	100.00	122.77	10,334,911	100.00

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars In Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars In Use	Scrappage % of New Cars Regis During Period	Scrappage % of Cars In Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78.494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,767,507	1,719,794	10,899,335	9,179,541	1.7	84.2	8.8

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Battered by weather; oil crisis and inflation, U.S. car output declines in 1979

By Marjorie Sorge
Staff Correspondent

Although the bottom didn't fall out of U. S. auto production in 1980, there wasn't much good news in the last half of the year as sagging sales caused output to drop far below year ago levels.

In 1979 the auto makers assembled 8,418,369 units, down 8.83 percent from the 9,233,430 built in 1978. It was the lowest year since 1975 recession period when the industry completed 6,740,584 units.

While the first quarter of the year was above the 1978 period, 2,415,422 compared to 2,282,094 respectively, the last three periods suffered declines.

The second quarter total was 2,485,124, down 7.16 percent from the period year's 2,676,759. The third quarter showed a drop of 7.12 percent to 1,651,965 from 1,778,607. The final period showed the largest drop falling 22.75 percent to 1,865,858 from 2,415,441.

Again last year both the standard and intermediate classes dropped substantially in output. The intermediates dropped 23.41 percent to 2,155,739 from 2,814,612. The standards declined 16.62 percent to 1,591,287 from 1,908,511.

The subcompact class jumped ahead by 14.57 percent to 1,511,342 from 1,319,166 while the compacts were up 1.36 percent to 2,502,098 from 2,468,439. The luxury cars also improved by 2.39 percent to 657,903 from 642,571.

Again, high interest, high car prices and soaring gas costs were the chief reasons for the improvements in the subcompact and compact market.

Of the auto makers only American Motors, Volkswagen and Checker recorded an increase in production. VWoA, concluding its first complete year as a domestic auto maker, jumped 330.89 percent to 173,192 from 40,194. AMC was up 12.34 percent to 184,636 from 164,351 and Checker rose 12.80 percent to 4,766 from 4,225.

VWoA had captured the Number Four auto makers spot from AMC during the first three months of

Continued on Page 26, Col. 2

1979 U. S. car production totals, makes and months

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	8,068	9,066	10,884	28,018	12,680	17,081	19,790	49,551	8,256	22,270	20,688	51,214	24,194	17,032	14,627	55,853	184,636
Eagle	....	....	....	....	....	....	....	....	295	5,269	4,272	9,836	5,946	5,175	5,006	16,127	25,963
Concord	4,777	5,396	7,552	17,725	8,610	9,742	11,281	29,633	3,996	7,610	7,869	19,475	8,919	7,182	5,647	21,748	88,581
Pacer	712	750	770	2,232	809	457	394	1,660	162	439	377	978	414	393	52	859	5,729
Spirit	2,579	2,920	2,562	8,061	3,261	6,882	8,115	18,258	3,803	8,952	8,170	20,925	8,915	4,282	3,922	17,119	64,363
CHRYSLER CORP.	83,363	83,823	89,886	257,072	62,482	118,720	107,022	288,224	59,697	49,876	73,491	183,064	88,737	68,309	49,227	206,273	934,633
Plymouth Total	28,096	34,705	34,308	97,109	25,952	47,281	41,164	114,397	23,060	21,786	29,869	74,715	36,759	28,634	20,847	86,240	372,461
Horizon	14,947	15,207	15,392	45,546	9,992	16,789	13,846	40,627	13,324	15,274	12,959	41,557	16,919	14,430	10,886	42,235	169,965
Voyager	1,690	1,248	1,299	4,237	602	996	886	2,484	227	....	221	448	....	....	....	....	7,169
Volare	11,196	17,508	16,941	45,645	14,772	28,158	24,932	67,862	9,158	5,301	14,338	28,797	17,536	12,445	8,417	38,398	180,702
'80 Gran Fury	....	....	....	....	....	....	....	....	....	894	1,302	2,196	1,147	954	1,115	3,216	5,412
Caravelle	263	742	676	1,681	586	1,338	1,500	3,424	351	317	1,049	1,717	1,157	805	429	2,391	9,213
Chrysler Total	19,910	13,978	18,172	52,060	9,736	24,987	24,122	58,845	13,313	8,240	15,450	37,003	14,924	10,663	7,932	33,519	181,427
Chrysler	11,155	6,277	8,421	25,853	1,544	10,027	10,258	21,829	11,135	1,733	5,748	21,616	3,021	2,750	2,680	8,451	77,749
LeBaron	8,755	7,701	9,751	26,207	8,192	14,960	13,864	37,016	2,178	3,507	9,702	15,387	11,903	7,913	5,252	25,068	103,678
Dodge Total	35,357	35,140	37,406	107,903	20,794	46,452	41,736	114,982	23,324	9,850	28,172	71,346	37,054	29,012	20,448	86,514	380,745
Omni	11,489	12,561	15,131	39,181	9,800	15,501	12,981	38,282	12,183	11,911	10,225	34,319	14,595	12,713	9,018	36,326	148,108
St. Regis	6,232	1,847	1,309	9,388	654	3,584	3,311	7,549	2,515	1,560	1,643	5,718	1,134	962	1,095	3,191	25,846
Diplomat	4,613	4,325	5,294	14,232	3,646	5,370	5,894	14,910	902	2,042	5,069	8,013	6,560	4,115	2,780	13,455	50,610
Sportsman	4,969	4,251	4,682	13,902	2,234	3,990	2,419	8,643	500	....	1,246	1,746	....	....	....	....	24,291
Aspen	8,054	12,156	10,990	31,200	10,460	18,007	17,131	45,598	7,224	1,337	9,989	21,550	14,765	11,222	7,555	33,542	131,890
FORD MOTOR	237,540	192,736	229,088	659,364	181,704	235,006	170,277	586,987	129,091	146,974	150,787	426,852	168,722	119,586	75,674	363,982	2,037,185
Ford Division	152,232	121,388	145,709	419,329	115,101	152,563	123,552	391,216	100,944	108,603	105,394	314,941	115,755	83,676	50,858	250,289	1,375,775
Pinto	13,733	14,752	19,019	47,504	14,594	18,218	18,279	51,091	15,835	14,778	14,090	44,703	15,208	7,173	6,940	29,321	172,619
Mustang/Mustang II	34,388	32,905	35,733	103,026	29,128	34,365	35,347	98,840	32,494	29,019	31,736	93,249	34,111	26,099	10,032	70,242	365,357
Fairmont	17,437	9,412	16,587	43,436	12,067	24,391	21,355	57,813	19,777	22,089	16,805	58,671	22,960	14,808	16,073	53,841	213,761
Club Wagon	4,811	3,681	4,517	13,009	3,668	4,151	2,475	10,294	1,830	2,060	3,155	7,045	....	....	....	....	30,348
Granada	16,651	9,966	13,799	40,416	13,903	19,463	11,532	44,898	10,586	15,261	7,919	33,766	9,666	7,474	3,182	20,322	139,402
LTD II	4,014	4,025	4,165	12,204	3,480	4,324	2,659	10,463	....	....	....	....	....	....	....	....	22,667
Thunderbird	24,852	30,803	33,997	89,652	26,328	32,987	23,089	82,404	8,806	14,298	18,644	41,748	23,601	17,552	9,494	50,647	264,451
Ford	36,346	15,844	17,892	70,082	11,933	14,664	8,816	35,413	11,616	11,098	13,045	35,759	10,209	10,570	5,137	25,916	167,170
L-M Division	85,308	71,348	83,379	240,035	66,603	82,443	46,725	195,771	28,147	38,371	45,393	111,911	52,967	35,910	24,816	113,693	661,410
Mercury Total	65,335	53,501	63,631	182,467	49,445	64,563	42,838	156,846	27,242	29,877	33,559	90,678	36,463	25,078	17,918	79,459	509,450
Bobcat	3,883	3,890	4,314	12,087	3,582	5,641	4,948	14,171	4,309	3,783	3,613	11,705	3,416	887	1,108	5,411	43,374
Capri	9,861	9,517	11,060	30,438	8,288	10,585	10,779	29,652	9,296	7,631	8,727	25,654	12,433	5,693	3,224	21,350	107,094
Zephyr	5,567	4,063	5,745	15,375	6,076	9,091	5,390	20,557	4,573	4,790	3,509	12,872	5,027	4,407	4,599	14,033	62,837
Monarch	9,094	5,724	7,772	22,590	6,011	9,530	3,211	18,752	3,322	4,500	2,675	10,497	3,356	3,240	1,375	7,971	59,810
Cougar/XR7	20,421	17,163	20,586	58,170	16,151	19,078	11,559	46,788	54	4,591	7,995	12,640	9,669	5,684	2,447	17,800	135,398
Mercury	16,509	13,144	14,154	43,807	9,337	10,638	6,951	26,926	5,688	4,582	7,040	17,310	2,562	5,167	5,165	12,894	100,937
Lincoln Total	19,973	17,847	19,748	57,568	17,158	17,880	3,887	38,925	905	8,494	11,834	21,233	16,504	10,832	6,898	34,234	151,960
Lincoln	9,496	8,798	9,861	28,155	8,843	9,206	1,987	20,036	407	4,083	5,637	10,127	7,362	3,974	2,129	13,465	71,783
Versailles	2,703	1,835	1,898	6,436	1,081	1,076	241	2,398	112	640	648	1,400	581	806	243	1,630	11,864
Mark V	7,774	7,214	7,989	22,977	7,234	7,598	1,659	16,491	386	3,771	5,549	9,706	8,561	6,052	4,526	19,139	68,31
GENERAL MOTORS	446,848	443,067	542,409	1,432,324	454,776	545,008	515,386	1,515,170	375,082	214,636	360,299	950,017	479,085	407,510	299,851	1,186,446	5,083,95
Buick Division	67,126	65,102	79,111	211,339	70,322	85,094	78,245	233,661	41,876	34,565	57,028	133,469	79,136	74,231	55,287	208,654	787,123
Skyhawk	1,849	2,158	2,655	6,662	1,417	2,429	2,476	6,322	1,557	2,163	1,588	5,308	3,649	2,339	435	6,423	24,715
Skylark/79-80	356	3,820	6,449	10,625	6,692	10,591	12,589	29,872	13,322	13,137	11,880	38,339	15,124	14,652	12,987	42,763	121,59
Century	4,743	4,361	4,670	13,774	4,633	5,887	5,029	15,549	2,991	2,778	6,904	12,673	10,409	10,804	9,979	31,192	73,188
Regal	24,337	21,280	27,720	73,337	25,079	29,409	27,638	82,126	16,854	11,425	17,617	45,896	22,555	20,021	13,437	56,013	257,372
Buick	29,582	27,986	31,094	88,662	26,315	29,968	24,450	80,733	7,152	4,425	15,447	27,024	20,918	20,403	14,480	55,801	252,220
Riviera	6,259	5,497	6,523	18,279	6,186	6,810	6,063	19,059	....	637	3,592	4,229	6,481	6,012	3,969	16,462	58,029
Cadillac Division	39,401	37,521	42,699	119,621	33,760	39,954	34,068	107,782	13,764	1,875	20,370	36,009	31,693	28,211	22,478	82,382	345,794
Seville	5,831	4,982	5,150	15,963	3,987	4,857	4,041	12,885	1,726	146	2,332	4,204	5,836	5,478	3,929	15,243	48,295
Cadillac	25,229	25,209	28,850	79,288	22,219	26,761	22,623	71,603	12,038	843	13,989	26,870	21,084	18,183	13,930	53,197	230,958
Eldorado	8,341	7,330	8,699	24,370	7,554	8,336	7,404	23,294	....	886	4,049	4,935	4,773	4,550	4,619	13,942	66,541
Chevrolet Division	184,342	183,972	232,543	600,857	189,998	226,696	217,532	634,226	194,209	123,191	166,087	483,487	206,284	157,838	132,263	496,385	2,214,955
Chevette	28,213	23,483	34,235	85,931	36,597	43,135	42,163	121,895	44,093	28,158	36,735	108,986	40,040	29,846	26,929	96,815	413,627
Monza	14,538	12,951	14,410	41,899	9,274	15,368	14,289	38,931	10,749	14,553	13,453	38,755	16,790	12,607	8,992	38,389	157,974
Camaro	27,478	25,248	28,049	80,775	23,138	26,899	26,488	76,525	23,445	9,930	16,394	49,769	22,175	15,525	13,104	50,804	257,873
Nova/Citation	544	9,145	22,656	32,345	23,959	30,305	32,042	86,306	32,798	36,305	29,671	98,774	35,511	37,498	30,938	103,947	321,372
Sportvan	2,929	2,446	2,983	8,358	2,074	3,128	1,880	7,082	940	504	1,450	2,894	....	....	....	....	18,334
Malibu/Chevelle	31,484	27,353	33,183	92,020	30,947	33,461	30,580	94,988	31,649	14,569	25,034	71,252	30,400	19,396	14,711	64,507	322,767
Monte Carlo	29,367	26,722	32,097	88,186	15,351	17,823	17,707	50,881	17,031	8,051	15,780	40,862	21,235	15,101	10,778	47,114	227,043
Chevrolet	45,498	52,691	60,545	158,734	44,899	52,210	48,239	145,348	29,390	6,571	24,186	60,147	35,877	23,789	23,502	83,168	447,397
Corvette	4,291	3,933	4,385	12,609	3,759	4,367	4,144	12,270	4,114	4,550	3,384	12,048	4,256	4,076	3,309	11,641	48,568
Oldsmobile Division	88,374	91,279	108,819	288,472	95,519	115,714	109,420	320,653	69,772	25,508	70,353	165,633	92,239	89,112	48,406	229,757	1,004,515
Starfire	1,920	1,584	1,979	5,483	1,076	2,002	1,957	5,035	1,460	355	1,764	3,519	2,494	2,323	1,361	6,178	20,275
Omega 79-80	....	1,970	3,475	5,445	3,095	5,072	5,644	13,811	6,158	5,825	5,860	17,843	6,891	7,205	6,639	20,735	57,834
Cutlass	40,296	42,891	51,550	134,737	48,389	59,021	56,471	163,881	40,353	15,987	41,969	98,309	49,825	40,965	19,825	110,615	507,542
Oldsmobile	39,893	39,334	45,289	124,516	37,447	43,566	39,972	120,985	21,801	2,759	17,449	42,009	27,635	33,419	16,748	77,802	365,312
Toronado	6,265	5,500	6,526	18,291	5,512	6,053	5,376	16,941	....	582	3,311	3,893	5,394	5,200	3,833	14,427	53,552
Pontiac Division	67,605	65,193	79,237	212,035	65,177	77,550	76,121	218,848	55,461	29,497	46,461	131,419	69,733	58,118	41,417	169,268	731,570
Acadian*	1,506	1,846	2,428	5,780	1,700	1,481	2,081	5,262	920	525	1,336	2,781	1,304	995	1,011	3,310	17,133
Sunbird	8,498	8,566	9,877	26,941	5,965	10,312	9,527	25,804	6,955	9,737	8,190	24,882	11,680	8,678	8,012	28,370	105,997
Phoenix 79-80	....	962	7,235	8,197	8,355	8,271	8,883	25,509	9,055	9,962	7,588	26,605	9,437	10,055	8,316	27,808	88,119
Firebird	20,562	18,929	21,016	60,507	17,456	20,100	19,752	57,308	17,431	7,592	12,877	37,900	17,252	11,718	9,348	38,318	194,033
LeMans	10,025	8,400	10,249	28,674	8,309	8,964	8,732	26,005	6,600	1,655	6,870	15,125	8,458	6,076	4,314	18,848	88,652
Grand Prix	8,902	9,133	9,348	27,383	8,890	10,917	10,588	30,395	6,340	5	4,536	10,881	10,075	9,587	4,837	24,499	93,158
Pontiac	18,112	17,357	19,084	54,553	14,502	17,505	16,558	48,565	8,160	21	5,064	13,245	11,527	11,009	5,579	28,115	144,478
VOLKSWAGEN	10,580	9,768	17,162	37,510	11,256	18,912	13,756	43,924	11,237	11,148	17,230	39,615	22,544	14,566	15,033	52,143	173,192
CHECKER	440	348	346	1,134	350	471	447	1,268	402	445	356	1,203	561	343	257	1,161	4,766
Total Cars U. S.	786,839	738,808	889,775	2,415,422	723,248	935,198	826,678	2,485,124	583,765	445,349	622,851	1,651,965	783,843	627,346	454,669	1,865,858	8,418,369

*—The Chrysler Sportsman and Voyager, Ford Club Wagon and GM Sportvan are listed as trucks beginning in October.

1979 CROSS BORDER AUTO SHIPMENTS

	Cars Built in Canada for Sale in U.S.	Cars Built in U.S. for Sale in Canada
AMERICAN MOTORS	——	23,657
Spirit	——	9,634
Concord	——	10,717
Pacer	——	756
Eagle	——	2,550
CHRYSLER CORP.	108,197	124,782
Chrysler Total	83,537	66,391
Cordoba	64,129	——
Horizon	——	20,163
Volare	——	21,364
Gran Fury	——	1,889
LeBaron	——	9,564
Chrysler	19,408	13,411
Dodge Total	24,660	58,391
Magnum	9,053	——
Mirada	15,607	——
Omni	——	20,271
Sportsman	——	1,966
Aspen	——	16,184
Diplomat	——	18,179
St. Regis	——	1,791
FORD	236,620	157,439
Ford Division	183,562	91,186
Ford	48,013	——
LTD	——	984
LTD II	——	3,811
Thunderbird	1,752	26,319
Club Wagon	——	2,494
Granada	——	15,505
Fairmont	113,201	7,410
Pinto	20,596	10,006
Mustang	——	24,657
L-M Division	53,058	66,253
Mercury Total	53,004	56,607
Marquis	——	16,237
Cougar	——	508
Cougar XR-7	——	10,207
Monarch	——	8,535
Zephyr	49,497	4,871
Bobcat	3,507	5,405
Capri	——	10,844
Lincoln Total	54	9,646
Lincoln	——	5,204
Mark VI	54	3,897
Versailles	——	545
GENERAL MOTORS	335,324	276,199
Chevrolet Division	138,221	120,880
Chevrolet	59,655	1
Corvette	——	6,092
Monte Carlo	29,463	91
Malibu	49,103	7,477
Camaro	——	24,440
Citation	——	24,513
Monza	——	11,906
Chevette	——	29,234
Acadian	——	17,126
Pontiac Division	163,620	47,550
Pontiac	42,416	1
Grand Prix	86,071	——
LeMans	35,133	5,968
Firebird	——	19,343
Phoenix	——	14,144
Sunbird	——	8,094
Oldsmobile Division	30,315	43,577
Oldsmobile	——	29,368
Toronado	——	3,263
Cutlass	30,315	3,554
Omega	——	7,392
Buick Division	3,168	50,222
Buick	——	18,002
Riviera	——	2,806
Century/Regal	——	16,524
Skylark	3,168	9,920
Skyhawk	——	2,970
Cadillac Division	——	13,970
Cadillac	——	9,621
Eldorado	——	2,751
Seville	——	1,598
CHECKER	——	24
VOLVO	2,791	——
TOTAL CARS	682,932	582,101

Continued from Page 24

1979 but lost the position later in the year as the market changed to AMC's small cars.

Ford had the largest drop, 20.34 percent to 2,037,185 from 2,557,197. Chrysler fell 17.01 percent to 934,633 from 1,126,168 and GM declined 3.37 percent to 5,083,957 from 5,216,164.

For the 1979 run several models were scratched from the lineup. AMC pulled the Gremlin, AMX and Matador; Chrysler the Fury, and Monaco; Ford the LTD II, and GM, the Nova.

New to the lineup were the AMC Spirit and Eagle; the Chrysler Gran Fury and St. Regis; and the Ford Cougar XR-7. GM's new X-cars, the Chevrolet Citation (replacing the Nova), the Buick Skylark, Oldsmobile Omega and Pontiac Phoenix made the biggest news during the year. The new front - wheel - drive fuel efficient cars sold well after their April introduction and, although the industry has been in a recession, those vehicles continue to be in heavy demand.

The top industry nameplate was the Oldsmobile Cutlass with 507,542 and 6.03 percent of the total output.

Top AMC model was the Spirit with output of 64,363 and 0.76 percent of the total production. Chrysler's Volare was its best model with 180,702 units and 2.15 percent of the total.

Ford's Mustang II was its best nameplate with 365,357 units and 4.34 percent of the total.

Breakdown for the 1979 calendar year by company was: GM, 60.39 percent; Ford 24.20 percent; Chrysler 11.10 percent; AMC, 2.19 percent; VWoA 2.06 percent, and Checker, 0.06 percent.

Lineup of U. S., Canadian assembly plants

WHERE '80 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Eagle, Concord, Pacer, Spirit, AMX

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon
Hamtramck, Mich.	Volare, Aspen
Lynch Rd., Detroit	Newport, New Yorker, St. Regis, Grand Fury
Newark, Del.	Volare, Aspen
St. Louis	LeBaron, Diplomat, Caravelle

FORD MOTOR CO.

Atlanta	Ford
Chicago	Thunderbird
Dearborn	Mustang, Capri
Kansas City	Fairmont, Zephyr
Lorain, O.	Cougar, XR-7, Thunderbird
Los Angeles	Ford
Louisville	Ford
Mahwah, N. J.	Fairmont, Zephyr
Metuchen, N. J.	Pinto, Bobcat
St. Louis	Mercury
San Jose, Calif.	Mustang, Capri
Wayne, Mich.	Granada, Monarch, Versailles
Wixom, Mich.	Lincoln, Mark VI

GENERAL MOTORS

Arlington, Tex.	Malibu, Monte Carlo, Cutlass
Baltimore	Malibu, Monte Carlo, LeMans
Detroit	Cadillac
Doraville, Ga.	Malibu, Monte Carlo, Cutlass
Fairfax, Kan.	Buick, Oldsmobile, Pontiac
Flint	Century, Regal, LeSabre, Electra
Framingham, Mass.	Century, Regal, Cutlass
Fremont, Calif.	Century, Regal, Malibu, Monte Carlo
Janesville, Wis.	Chevrolet
Lakewood, Ga.	Chevette
Lansing	Cutlass, Delta 88 and 98
Leeds, Mo.	Malibu, Monte Carlo
Linden, N. J.	Riviera, Toronado, Eldorado, Seville
Lordstown, O.	Sunbird*, Skyhawk, Monza, Starfire
Norwood, O.	Camaro, Firebird
Pontiac	LeMans, Grand Prix, Pontiac
Oklahoma City	Citation, Phoenix
St. Louis	Chevrolet, Corvette
South Gate, Calif.	Chevrolet, Cadillac deVille
Tarrytown, N. Y.	Citation, Phoenix, Skylark
Van Nuys, Calif.	Camaro, Firebird
Willow Run, Mich.	Skylark, Citation, Omega
Wilmington, Del.	Chevette

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

CHECKER MOTORS

Kalamazoo, Mich.	Checker

Canada

Chrysler	Windsor, Ont.	Cordoba, Mirada
Ford	Oakville, Ont.	Ford
	St. Thomas, Ont.	Fairmont, Zephyr, Pinto, Bobcat
General Motors	Oshawa, Ont.	Monte Carlo, Malibu, Pontiac, LeMans
	St. Therese, P.Q.	Cutlass, Grand Prix
Volvo	Halifax, N. S.	Volvo

*—Starfire and Sunbird will be discontinued in January, 1980.

Lineup of U. S., Canadian assembly plants

WHERE '80 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Baltimore	light Chevrolet and GMC trucks
Detroit	light Chevrolet and GMC trucks
Flint	light Chevrolet and GMC trucks
Fremont, Calif.	light Chevrolet and GMC trucks
Janesville, Wis.	light Chevrolet and GMC trucks
Lakewood, Ga.	light Chevrolet and GMC trucks
Lordstown, O.	Chevrolet and GMC vans
Pontiac	vans, medium and heavy Chevrolet and GMC trucks; buses
St. Louis	light Chevrolet and GMC trucks

CHRYSLER CORP.

Warren, Mich.	light Dodge trucks
Missouri	light Dodge trucks, vans
Jefferson Ave., Detroit	light Dodge trucks

FORD MOTOR CO

Kansas City	light trucks
Kentucky	medium, heavy, extra heavy trucks
Lorain, O.	vans
Louisville	light trucks
Michigan	light trucks
Norfolk, Va.	light trucks
Ohio	vans
San Jose, Calif	light trucks
Twin Cities	light trucks

INTERNATIONAL HARVESTER

Fort Wayne, Ind.	light and heavy trucks
Springfield, O.	medium trucks
Wagner, Okla.	heavy trucks*

MACK

Allentown, Pa.	heavy Mack trucks
Hayward, Calif.	heavy Mack trucks
Macungie, Pa.	heavy Mack trucks

WHITE

Exton, Pa.	heavy Autocar trucks
New River Valley, Va.	heavy Autocar K and White trucks
Ogden, Utah	heavy Western Star (cab-over only), Autocar K and White trucks

JEEP

Toledo	light trucks

AM GENERAL CORP.

South Bend	military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	light trucks**

Canada

American Motors	Brampton, Ont.	light trucks
Chrysler	Windsor, Ont.	light trucks
Ford	Oakville, Ont.	vans, light and medium trucks
General Motors	Oshawa, Ont.	light trucks
	Scarborough, Ont.	vans
International Harvester	Chatham, Ont.	medium, heavy trucks; buses
	Vancouver, B. C.	extra heavy trucks
Mack	Oakville, Ont.	heavy trucks
White	Kelowna, B. C.	heavy Western Star

*—Production begins in spring of '80.

**—Beginning Oct. 29, 1979.

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
		SUBCOMPACTS		
1	413,627	Chevette	301,615	1
2	173,192	Rabbitt	40,194	8
3	172,619	Pinto	185,091	2
4	169,965	Horizon	162,011	4
5	157,974	Monza	166,948	3
6	148,108	Omni	126,225	5
7	105,997	Sunbird	88,714	7
8	64,363	Spirit	27,102	10
9	43,374	Bobcat	38,601	9
10	24,715	Skyhawk	24,980	11
11	20,275	Starfire	15,274	12
12	17,133	Acadian	13,585	13
—	———	Mustang II	119,487	6
—	———	Gremlin	7,644	14
—	———	AMX	1,695	15
	1,511,342	TOTAL	1,319,166	
		COMPACTS		
1	365,357	Mustang II	120,675	8
2	321,372	Nova/Citation	279,789	3
3	257,873	Camaro	281,754	2
4	213,761	Fairmont	286,046	1
5	194,033	Firebird	195,377	6
6	180,702	Volare	221,761	5
7	139,402	Granada	246,407	4
8	131,890	Aspen	162,651	7
9	121,599	Skylark	107,302	9
10	107,094	Capri	37,143	16
11	88,581	Concord	106,697	10
12	88,119	Phoenix	67,951	13
13	62,837	Zephyr	88,254	12
14	59,810	Monarch	89,974	11
15	57,834	Omega	40,896	15
16	30,348	Club Wagon	45,309	14
17	25,963	Eagle	———	—
18	24,291	Sportsman	33,220	17
19	19,334	Sportvan	30,150	18
20	7,169	Voyager	10,673	20
21	5,729	Pacer	15,385	19
—	———	AMX	1,025	21
	2,502,098	TOTAL	2,468,439	
		INTERMEDIATES		
1	507,542	Cutlass	377,251	2
2	322,767	Malibu	435,753	1
3	264,451	Thunderbird	326,873	3
4	257,372	Regal	275,007	5
5	227,043	Monte Carlo	325,786	4
6	135,398	Cougar XR-7	218,108	6
7	103,678	LeBaron	150,908	8
8	93,158	Grand Prix	206,605	7
9	88,652	LeMans	124,035	10
10	73,188	Century	77,205	11
11	50,610	Diplomat	75,755	12
12	22,667	LTD II	134,608	9
13	9,213	Caravelle	4,493	16
—	———	Fury	49,176	13
—	———	Monaco	28,246	14
—	———	Matador	4,803	15
	2,155,739	TOTAL	2,814,612	
		STANDARDS		
1	447,397	Chevrolet	524,074	1
2	365,312	Oldsmobile	363,061	2
3	252,220	Buick	300,677	3
4	167,170	Ford	278,949	4
5	144,478	Pontiac	184,327	5
6	100,937	Mercury	152,149	6
7	77,749	Chrysler	85,596	7
8	25,846	St. Regis	15,453	8
9	5,412	Grand Fury	———	—
10	4,766	Checker	4,225	9
	1,591,287	TOTAL	1,908,511	
		LUXURY		
1	230,958	Cadillac	244,355	1
2	71,783	Lincoln	98,119	2
3	68,313	Mark VI	75,845	3
4	66,541	Eldorado	46,612	6
5	58,029	Riviera	25,179	8
6	53,552	Toronado	28,142	7
7	48,568	Corvette	48,966	5
8	48,295	Seville	59,794	4
9	11,864	Versailles	15,559	9
	657,903	TOTAL	642,571	
	8,418,369	GRAND TOTAL	9,153,299	

How calendar year output was shared

U. S. CAR PRODUCTION—1979 VS. 1978

	Total Output 1979	Total Pct. of Output	Total Output 1978	Pct. of Total Output	Pct. pt. Change '79 vs. '78
AMERICAN MOTORS	184,636	2.19	164,351	1.79	+ 0.40
Eagle	25,963	0.31	7,644	0.08	+ 0.23
Concord	88,581	1.05	106,697	1.16	− 0.11
AMX	....	....	2,720	0.03	− 0.03
Pacer	5,729	0.07	15,385	0.17	− 0.10
Matador	....	....	4,803	0.05	− 0.05
Spirit	64,363	0.76	27,102	0.30	+ 0.46
CHRYSLER CORP.	934,633	11.10	1,126,168	12.30	− 1.20
Plymouth Total	372,461	4.42	448,114	4.90	− 0.48
Horizon	169,965	2.02	162,011	1.77	+ 0.25
Volare	180,702	2.15	221,761	2.42	− 0.27
Fury	....	....	49,176	0.54	− 0.54
Voyager	7,169	0.09	10,673	0.12	− 0.03
'80 Gran Fury	5,412	0.06	....	....	+ 0.06
Caravelle	9,213	0.10	4,493	0.05	+ 0.05
Chrysler Total	181,427	2.16	236,504	2.58	− 0.42
Chrysler	77,749	0.93	85,596	0.93	....
LeBaron	103,678	1.23	150,908	1.65	− 0.42
Dodge Total	380,745	4.52	441,550	4.82	− 0.30
Omni	148,108	1.76	126,225	1.38	+ 0.38
St. Regis	25,846	0.31	15,453	0.16	+ 0.15
Diplomat	50,610	0.60	75,755	0.83	− 0.23
Sportsman	24,291	0.29	33,220	0.36	− 0.07
Monaco	....	....	28,246	0.31	− 0.31
Aspen	131,890	1.56	162,651	1.78	− 0.22
FORD MOTOR	2,037,185	24.20	2,557,197	27.94	− 3.74
Ford Division	1,375,775	16.34	1,743,445	19.05	− 2.71
Pinto	172,619	2.05	185,091	2.02	+ 0.03
Mustang/Mustang II	365,357	4.34	240,162	2.62	+ 1.72
Fairmont	213,761	2.54	286,046	3.13	− 0.59
Club Wagon	30,348	0.36	45,309	0.50	− 0.14
Granada	139,402	1.66	246,407	2.69	− 1.03
LTD II	22,667	0.27	134,608	1.47	− 1.20
Thunderbird	264,451	3.14	326,873	3.57	− 0.43
Ford	167,170	1.98	278,949	3.05	− 1.07
L-M Division	661,410	7.86	813,752	8.89	− 1.03
Mercury Total	509,450	6.05	624,229	6.82	− 0.77
Bobcat	43,374	0.52	38,601	0.42	+ 0.10
Capri	107,094	1.27	37,143	0.41	+ 0.86
Zephyr	62,837	0.75	88,254	0.97	− 0.22
Monarch	59,810	0.71	89,974	0.98	− 0.27
Cougar/XR-7	135,398	1.61	218,108	2.38	− 0.77
Mercury	100,937	1.19	52,149	1.66	− 0.47
Lincoln Total	151,960	1.81	89,523	2.07	− 0.26
Lincoln	71,783	0.86	98,119	1.07	− 0.21
Versailles	11,864	0.14	15,559	0.17	− 0.03
Mark V	68,313	0.81	75,845	0.83	− 0.02
GENERAL MOTORS	5,083,957	60.39	5,261,164	57.48	+ 2.91
Buick Division	787,123	9.35	810,350	8.86	+ 0.49
Skyhawk	24,715	0.29	24,980	0.27	+ 0.02
Skylark	121,599	1.44	107,302	1.17	+ 0.27
Century	73,188	0.87	77,205	0.84	+ 0.83
Regal	257,372	3.06	275,007	3.01	+ 0.05
Buick	252,220	3.00	300,677	3.29	− 0.29
Riviera	58,029	0.69	25,179	0.28	+ 0.41
Cadillac Division	345,794	4.11	350,761	3.83	+ 0.28
Seville	48,295	0.58	59,794	0.65	− 0.07
Cadillac	230,958	2.74	244,355	2.67	+ 0.07
Eldorado	66,541	0.79	46,612	0.51	+ 0.28
Chevrolet Division	2,214,955	26.31	2,394,835	26.16	+ 0.15
Chevette	413,627	4.91	301,615	3.30	+ 1.61
Monza	157,974	1.88	166,948	1.82	+ 0.66
Camaro	257,873	3.06	281,754	3.08	− 0.02
Nova/Citation	321,372	3.82	279,789	3.05	+ 0.77
Sportvan	18,334	0.22	30,150	0.33	− 0.11
Malibu/Chevelle	322,767	3.83	435,753	4.76	− 0.93
Monte Carlo	227,043	2.70	325,786	3.56	− 0.86
Chevrolet	447,397	5.31	524,074	5.73	− 0.42
Corvette	48,568	0.58	48,966	0.53	+ 0.05
Oldsmobile Division	1,004,515	11.93	824,624	9.01	+ 2.92
Starfire	20,275	0.24	15,274	0.17	+ 0.07
Omega 79-80	57,834	0.69	40,896	0.44	+ 0.25
Cutlass	507,542	6.03	377,251	4.12	+ 1.91
Oldsmobile	365,312	4.34	363,061	3.97	+ 0.37
Toronado	53,552	0.63	28,142	0.31	+ 0.32
Pontiac Division	731,570	8.69	880,594	9.62	− 0.93
Acadian*	17,133	0.20	13,585	0.15	+ 0.05
Sunbird	105,997	1.26	88,714	0.97	+ 0.29
Phoenix 79-80	88,119	1.05	67,951	0.74	+ 0.31
Firebird	194,033	2.30	195,377	2.13	+ 0.17
LeMans	88,652	1.05	124,035	1.36	− 0.31
Grand Prix	93,158	1.11	206,605	2.26	− 1.15
Pontiac	144,478	1.72	184,327	2.01	− 0.29
VOLKSWAGEN	173,192	2.06	40,194	0.44	+ 1.62
CHECKER	4,766	0.06	4,225	0.05	+ 0.01
Total Cars, U. S.	8,418,369	100.00	9,153,299	100.00	

*—Acadians built for sale in Canada only.

1974 - 1979 (Inclusive)

U. S. AUTO PRODUCTION BY MONTHS

	1975	1976	1977	1978	1979
January	441,010	669,630	712,548	688,096	786,839
February	369,486	685,549	700,399	689,355	738,808
March	490,476	827,342	936,870	905,041	889,775
April	589,628	797,742	819,154	875,653	723,248
May	616,678	779,077	880,640	929,094	935,198
June	634,154	859,751	956,064	872,012	826,678
July	490,320	537,225	694,436	524,766	583,765
August	502,116	535,162	514,643	512,073	445,349
September	675,068	657,240	757,266	741,768	622,851
October	754,592	694,810	876,044	915,978	783,843
November	613,526	775,913	792,743	862,127	627,346
December	563,530	718,318	652,867	637,336	454,669
Yearly Totals	6,740,584	8,537,759	9,293,674	9,153,299	8,418,369

1979 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
CHRYSLER	19,352	14,994	13,236	47,582	9,584	10,489	13,297	33,370	....	3,474	14,226	17,700	14,079	12,452	8,903	35,434	134,086
Cordoba	7,572	5,334	7,265	20,171	5,006	5,974	10,606	21,586	....	2,718	11,095	13,813	8,942	7,135	5,687	21,764	77,334
Magnum	1,784	1,469	2,483	5,736	1,575	1,801	2,691	6,067	....	....	....	....	....	....	....	....	11,803
Mirada	....	....	....	....	....	....	....	....	....	756	3,131	3,887	5,137	5,317	3,216	13,670	17,557
Chrysler	9,996	8,191	3,488	21,675	3,003	2,714	....	5,717	....	....	....	....	....	....	....	....	27,392
FORD	26,469	29,271	33,855	89,595	24,347	37,772	27,617	89,736	12,694	20,568	20,425	53,687	14,547	22,911	14,134	51,592	284,610
Fairmont	13,028	13,374	15,741	42,143	11,939	19,216	16,277	47,332	7,448	13,990	11,006	32,444	1,575	3,533	1,829	6,937	128,856
Zephyr	3,517	6,604	7,571	17,692	5,710	8,921	5,955	20,586	3,698	3,863	5,945	13,506	3,037	2,317	575	5,929	57,713
Pinto	....	....	....	....	....	....	....	....	....	....	24	24	5,193	10,852	6,243	22,288	22,312
Bobcat	....	....	....	....	....	....	....	....	....	....	3	3	1,398	2,410	722	4,530	4,533
Ford	9,924	9,293	10,543	29,760	6,798	9,635	5,385	21,818	1,548	2,715	3,447	7,710	3,344	3,799	4,765	11,908	71,196
GENERAL MOTORS	53,118	48,478	53,755	155,351	45,423	50,826	48,913	145,162	37,469	12,196	39,985	89,650	48,876	43,503	34,929	127,308	517,471
Chevrolet	11,563	9,830	11,189	32,582	8,222	10,045	11,552	29,819	7,614	841	7,228	15,683	10,923	9,564	6,801	27,288	105,372
Pontiac	9,614	9,665	10,543	29,822	8,917	8,445	7,297	24,659	3,909	469	5,295	9,673	7,939	5,387	6,352	19,678	83,832
Monte Carlo	6,230	4,385	4,833	15,448	3,272	3,733	3,693	10,698	2,894	1,501	3,331	7,726	3,867	4,454	3,162	11,483	45,355
Malibu	5,787	6,604	7,230	19,621	5,391	5,509	5,543	16,443	5,000	2,424	5,656	13,080	5,257	5,425	3,856	14,538	63,682
LeMans	3,948	3,523	4,013	11,484	5,684	6,482	6,302	18,468	5,177	973	5,017	11,167	6,620	6,213	3,989	16,822	57,941
Grand Prix	9,419	10,654	11,684	31,757	8,353	9,754	8,568	26,675	7,854	4,326	9,685	21,865	9,257	8,143	3,804	21,204	101,501
Cutlass	6,557	3,817	4,263	14,637	5,584	6,858	5,958	18,400	5,021	1,662	3,773	10,456	5,013	4,317	6,965	16,295	59,788
VOLVO	792	720	792	2,304	717	791	754	2,262	683	360	575	1,618	963	945	674	2,582	8,766
Total cars, Canada	99,731	93,463	101,638	294,832	80,071	99,878	90,581	270,530	50,846	36,598	75,211	162,655	78,465	79,811	58,640	216,916	944,933

Calendar years compared

CANADIAN OUTPUT SHARES, '79 VS. '78

CARS	Total Output 1979	Pct. of 1979 Output	Total Output 1978	Pct. of 1978 Output	Pct. Pt. Change '79 vs. '78
AMERICAN MOTORS	....	....	26,283	2.32	− 2.32
Concord	....	....	26,283	2.32	− 2.32
CHRYSLER CORP.	134,086	14.19	160,085	14.15	+ 0.04
Mirada	17,557	1.86	....	....	+ 1.86
Cordoba	77,334	8.18	107,950	9.54	− 1.36
Magnum	11,803	1.25	46,862	4.14	− 2.89
Chrysler	27,392	2.90	4,818	0.43	+ 2.47
Charger	....	....	455	0.04	− 0.04
FORD MOTOR CO.	284,610	30.12	372,296	32.92	− 2.80
Fairmont	128,856	13.64	197,411	17.46	− 3.82
Zephyr	57,713	6.11	59,982	5.30	+ 0.81
Pinto	22,312	2.36	....	....	+ 2.36
Bobcat	4,533	0.48	....	....	+ 0.48
Ford	71,196	7.53	110,319	9.76	− 2.23
Thunderbird	....	....	144	0.01	− 0.01
LTD II	....	....	4,440	0.39	− 0.39
GENERAL MOTORS	517,471	54.76	564,187	49.88	+ 4.88
Chevrolet	105,372	11.15	153,514	13.57	− 2.42
Pontiac	83,832	8.87	49,865	4.41	+ 4.46
Monte Carlo	45,355	4.80	63,790	5.64	− 0.84
Malibu	63,682	6.74	90,328	7.99	− 1.25
LeMans	57,941	6.13	29,926	2.65	+ 3.48
Cutlass	59,788	6.33	131,591	11.63	− 5.30
Grand Prix	101,501	10.74	31,157	2.75	+ 7.99
Nova	....	....	960	0.09	− 0.09
Skylark	....	....	12,000	1.06	− 1.06
Seville	....	....	1,056	0.09	− 0.09
Volvo	8,766	[illegible]	8,199	0.73	+ 0.20
TOTALS	944,933	100.00	1,131,050	100.00	
TRUCKS					
AMERICAN MOTORS	51,935	7.90	17,880	2.65	+ 5.25
CHRYSLER	60,866	9.26	95,415	14.14	− 4.88
GENERAL MOTORS	269,870	41.05	251,809	37.32	+ 3.73
FORD	246,765	37.53	282,816	41.92	− 4.39
INTERNATIONAL	20,132	3.06	19,769	2.93	+ 0.13
MACK	3,877	0.59	3,508	0.52	+ 0.07
WHITE	3,991	0.61	3,490	0.52	+ 0.09
TOTALS	657,436	100.00	674,687	100.00	

CANADIAN CAR OUTPUT BY CALENDAR YEAR

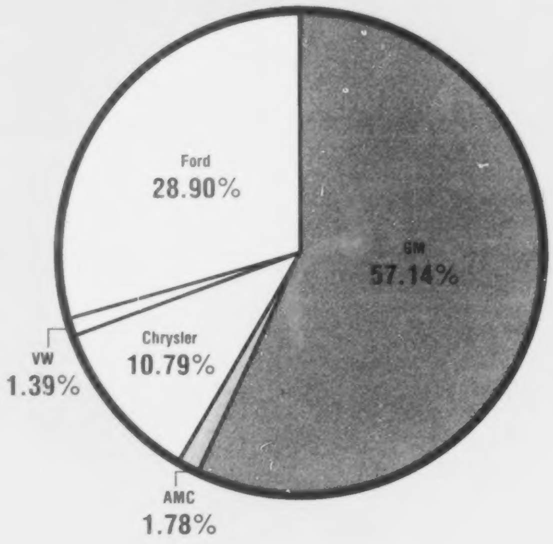
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

U.S. 1979 Model Run Production Shares

by corporation



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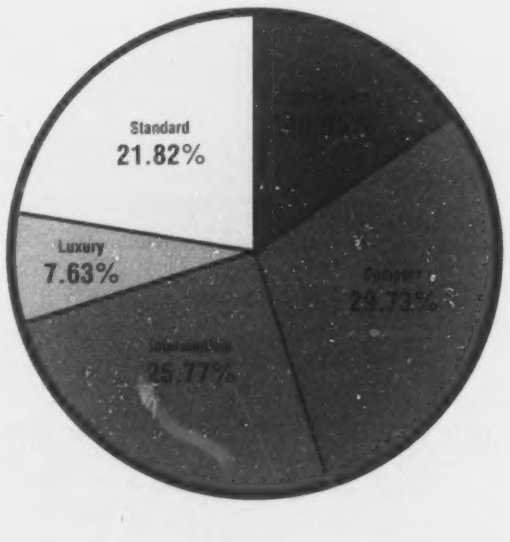


U. S. CAR OUTPUT BY CALENDAR YEAR

1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471
1958	4,244,045

U. S. CAR OUTPUT BY MODEL YEAR

1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527
1958	4,222,781

MODEL YEAR OUTPUT: '79 VS. '78

	1979 Models	Pct. of Output	1978 Models	Pct. of Output	Percentage Point Change
AMERICAN MOTORS	169,439	1.78	137,860	1.53	+ 0.25
Gremlin	....	0.00	18,820	0.21	— 0.21
Concord	102,853	1.08	84,693	0.94	+ 0.14
AMX	....	0.00	2,540	0.03	— 0.03
Pacer	10,215	0.11	21,231	0.23	— 0.12
Matador	....	0.00	10,576	0.12	— 0.12
Spirit	56,371	0.59	....	....	+ 0.59
CHRYSLER CORP	1,027,545	10.79	1,133,996	12.61	— 1.82
Plymouth Total	390,055	4.09	460,720	5.12	— 1.03
Horizon	162,763	1.71	106,772	1.19	+ 0.52
Voyager	7,657	0.08	7,717	0.09	— 0.01
Volare	209,686	2.20	258,652	2.87	— 0.67
Fury	....	0.00	87,579	0.97	— 0.97
Caravelle	9,949	0.10	....	0.00	+ 0.10
Chrysler Total	229,225	2.41	233,408	2.60	— 0.19
Chrysler	100,726	1.06	83,514	0.93	+ 0.13
LeBaron	128,499	1.35	149,894	1.67	— 0.32
Dodge Total	408,265	4.29	439,868	4.89	— 0.60
Omni	141,477	1.48	81,611	0.91	+ 0.57
St. Regis	34,972	0.37	....	0.00	+ 0.37
Diplomat	62,781	0.66	81,661	0.91	— 0.25
Sportsman	25,451	0.27	23,989	0.27	— 0.00
Aspen	143,584	1.51	197,708	2.19	— 0.68
Monaco	....	0.00	54,899	0.61	— 0.61
FORD MOTOR	2,752,978	28.90	2,480,293	27.57	+ 1.33
Ford Division	1,888,814	19.83	1,735,878	19.30	+ 0.53
Pinto	199,018	2.09	188,899	2.10	— 0.01
Mustang II	369,936	3.88	192,410	2.14	+ 1.74
Fairmont	395,367	4.15	312,094	3.47	+ 0.68
Club Wagon	52,877	0.56	42,008	0.47	+ 0.09
Granada	182,376	1.92	249,786	2.78	— 0.86
LTD II	48,564	0.51	170,544	1.90	— 1.39
Thunderbird	284,141	2.98	352,751	3.92	— 0.94
Ford	356,535	3.74	227,386	2.52	+ 1.22
L-M Division	864,164	9.07	744,415	8.27	+ 0.80
Mercury Total	674,618	7.08	574,795	6.39	+ 0.69
Bobcat	50,266	0.53	36,745	0.41	+ 0.12
Capri	110,144	1.15	....	0.00	+ 1.15
Zephyr	125,377	1.31	87,439	0.97	+ 0.34
Monarch	75,879	0.80	91,714	1.02	— 0.22
Cougar/XR7	172,152	1.81	213,270	2.37	— 0.56
Mercury	140,800	1.48	145,627	1.62	— 0.14
Lincoln Total	189,546	1.99	169,620	1.88	+ 0.11
Lincoln	92,600	0.97	88,087	0.98	— 0.01
Versailles	21,007	0.22	8,931	0.10	+ 0.12
Mark V	75,939	0.80	72,602	0.80	— 0.00
GENERAL MOTORS	5,443,240	57.14	5,243,269	58.29	— 1.15
Buick Division	765,231	8.03	803,187	8.93	— 0.90
Skyhawk	23,139	0.24	24,589	0.27	— 0.03
Skylark/79-80	66,982	0.70	114,220	1.27	— 0.57
Century/Regal	329,202	3.46	324,398	3.61	— 0.15
Buick	293,727	3.08	319,445	3.55	— 0.47
Riviera	52,181	0.55	20,535	0.23	+ 0.32
Cadillac Division	381,113	4.00	349,684	3.89	+ 0.11
Seville	53,487	0.56	56,985	0.63	— 0.07
Cadillac	260,190	2.73	245,883	2.74	— 0.01
Eldorado	67,436	0.71	46,816	0.52	+ 0.19
Chevrolet Division	2,396,724	25.16	2,283,734	25.39	— 0.23
Chevette	340,877	3.58	298,981	3.33	+ 0.25
Monza	163,953	1.72	138,829	1.55	+ 0.17
Camaro	282,582	2.97	272,633	3.03	— 0.06
Nova	315,126	3.31	288,119	3.20	+ 0.11
Sportvan	27,186	0.29	30,696	0.34	— 0.05
Malibu	377,788	3.96	377,819	4.20	— 0.24
Monte Carlo	282,163	2.96	324,017	3.60	— 0.64
Chevrolet	553,242	5.81	504,973	5.61	+ 0.20
Corvette	53,807	0.56	47,667	0.53	+ 0.03
Oldsmobile Division	1,037,319	10.89	917,599	10.20	+ 0.69
Starfire	20,299	0.21	17,321	0.19	+ 0.02
Omega 79-80	40,225	0.42	50,117	0.56	— 0.14
Cutlass	507,501	5.33	428,855	4.77	+ 0.56
Oldsmobile	419,238	4.40	395,946	4.40	— 0.00
Toronado	50,056	0.53	25,360	0.28	+ 0.25
Pontiac Division	862,853	9.06	889,065	9.88	— 0.82
Acadian	44,927	0.47	11,316	0.13	+ 0.34
Sunbird	97,770	1.03	86,789	0.96	+ 0.07
Phoenix 79-80	77,644	0.82	76,527	0.85	— 0.03
Firebird	211,454	2.22	187,285	2.08	+ 0.14
LeMans	112,703	1.18	106,214	1.18	— 0.00
Grand Prix	139,165	1.46	220,040	2.45	— 0.99
Pontiac	179,190	1.88	200,894	2.23	— 0.35
VOLKSWAGEN	132,822	1.39	....	0.00	+ 1.39
TOTAL CARS, U. S.	9,526,024	100.00	8,995,418	100.00	....

Breakdown by states, '79 vs. '78

Geographical trends in U. S. car output

	Total Output 1979	Pct. of Output 1979	Overall Pos. 1979	Total Output 1978	Pct. of 1978 Output	Overall Pos. 1978	Pct. Pt. Change '79 vs. '78
Michigan	2,430,603	28.87	1	2,564,891	28.02	1	+ 0.85
Missouri	849,067	10.09	2	1,106,650	12.09	2	— 2.00
New Jersey	773,012	9.18	3	542,858	5.93	5	+ 3.25
Ohio	749,376	8.90	4	849,968	9.28	3	— 0.38
California	707,186	8.40	5	748,399	8.18	4	+ 0.22
Illinois	487,003	5.79	6	542,487	5.93	6	— 0.14
Wisconsin	399,577	4.75	7	421,366	4.60	9	+ 0.15
Georgia	397,094	4.72	8	537,275	5.87	7	— 1.15
Delaware	305,638	3.63	9	495,978	5.42	8	— 1.79
New York	228,902	2.72	10	276,989	3.03	10	— 0.31
Maryland	217,191	2.58	11	230,280	2.52	12	+ 0.06
Texas	197,245	2.34	12	213,620	2.33	13	+ 0.01
Kansas	184,468	2.19	13	240,862	2.63	11	— 0.44
Pennsylvania	173,192	2.06	14	40,194	0.44	17	+ 1.62
Massachusetts	158,137	1.88	15	170,339	1.86	14	+ 0.02
Oklahoma	102,160	1.21	16	....	....	....	+ 1.21
Kentucky	58,518	0.69	17	126,437	1.38	15	— 0.69
Minnesota	....	....	....	44,706	0.49	16	— 0.49
TOTALS	8,418,369	100.00		9,293,674	100.00		

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1979 Pos.	1979 Total	Make	1978 Total	1978 Pos.
1	340,877	Chevette	298,981	1
2	199,018	Pinto	188,899	2
3	163,953	Monza	138,829	3
4	162,763	Horizon	106,772	4
5	141,477	Omni	81,611	6
6	132,822	Rabbit	———	—
7	97,770	Sunbird	86,789	5
8	56,371	Spirit	———	—
9	50,266	Bobcat	36,745	7
10	44,927	Acadian	11,316	11
11	23,139	Skyhawk	24,589	8
12	20,299	Starfire	17,321	10
—	———	Gremlin	18,820	9
—	———	AMX	2,540	12
	1,433,682	TOTAL	1,013,212	

COMPACTS

1	395,367	Fairmont	312,094	1
2	369,936	Mustang	192,410	7
3	315,126	Nova/Citation	288,119	2
4	282,582	Camaro	272,633	3
5	211,454	Firebird	187,285	8
6	209,686	Volare	258,652	4
7	182,376	Granada	249,786	5
8	143,584	Aspen	197,708	6
9	125,377	Zephyr	87,439	11
10	110,144	Capri	———	—
11	102,853	Concord	84,693	12
12	77,644	Phoenix '79-'80	76,527	13
13	75,879	Monarch	91,714	10
14	66,982	Skylark '79-'80	114,220	9
15	52,877	Club Wagon	42,008	15
16	40,225	Omega '79-'80	50,117	14
17	27,186	Sportvan	30,696	16
18	25,451	Sportsman	23,989	17
19	10,215	Pacer	21,231	18
20	7,657	Voyager	7,717	20
—	———	Matador	10,576	19
	2,832,601	TOTAL	2,599,614	

INTERMEDIATES

1	507,501	Cutlass	428,855	1
2	377,788	Malibu	377,819	2
3	329,202	Century/Regal	324,398	4
4	284,141	Thunderbird	352,751	3
5	282,163	Monte Carlo	324,017	5
6	172,152	Cougar	213,270	7
7	139,165	Grand Prix	220,040	6
8	128,499	LeBaron	149,894	8
9	112,703	LeMans	106,214	10
10	62,781	Diplomat	81,661	12
11	48,564	LTD	170,544	9
12	9,949	Caravelle	———	—
—	———	Fury	87,579	11
—	———	Monaco	54,899	13
	2,454,608	TOTAL	2,891,941	

STANDARDS

1	553,242	Chevrolet	504,973	1
2	419,238	Oldsmobile	395,946	2
3	356,535	Ford	227,386	4
4	293,727	Buick	319,445	3
5	179,190	Pontiac	200,894	5
6	140,800	Mercury	145,627	6
7	100,726	Chrysler	83,514	7
8	34,972	Dodge	———	—
	2,078,430	TOTAL	1,877,785	

LUXURY

1	260,190	Cadillac	245,883	1
2	92,600	Lincoln	88,087	2
3	75,939	Mark V	72,602	3
4	67,436	Eldorado	46,816	6
5	53,807	Corvette	47,667	5
6	53,467	Seville	56,985	4
7	52,181	Riviera	20,535	8
8	50,056	Toronado	25,360	7
9	21,007	Versailles	8,931	9
	726,703	TOTAL	612,866	
	9,526,024	GRAND TOTAL	8,995,418	

Sales dip 27 percent after three record years

Truck boom grinds to halt in '79

By Jack Walsh
Truck & RV Editor

The roof caved in on total new-truck sales in 1979 after three consecutive years of record deliveries, and judging from the industry's first-quarter performance this year—sales were down 27 percent—it doesn't look as though the 1980 total will even match the year-ago count.

Going into 1979, no one was anticipating the problems which were triggered by revolution in Iran, a tightening of the Midwest oil flow to the U. S. and the continuing increases in crude prices by the OPEC nations.

Dealers and factory outlets had sold 4.1 million trucks in 1978 — the first time the four-million mark was reached—and many forecasters were looking for repeat in 1979 or coming close to it, at least.

That was a good bet until the end of a record first quarter in 1979. Sales in the final month of that quarter slumped, and they still haven't shown any indication of a significant turnaround.

Fuel shortages, rising prices and long lines at gas stations late in the first quarter a year ago started the big rush to more fuel-efficient vehicles. The result was a nosedive in sales of all types of light trucks except the Japanese-built compact pickups, which distributors claim can top 20 MPG.

Sales of conventional pickups, vans and 4x4 sports/utility vehicles plunged to their lowest levels in five years, and, again, there are few signs of any great upturn in the near future.

The compact pickups, meanwhile, had their best year ever in 1979 and the outlook is for continued growth in the 1980s if the federal government doesn't foul up things. Currently, the U. S. Customs Service is considering an increase in the import duty paid on the compact, and the boost, if enacted, could push the tariff from 4 percent to 25 percent.

In 1979, dealers sold a record 465,703 Japanese-built compacts, an increase of 39 percent over the previous year's 335,030. An increase of 15 to 20 percent in 1980 sales is possible if there is an improvement in availability and there is no sharp increase in the import duty.

In spite of the 1979 slump, light trucks still accounted for 85 percent of the 3,476,088 new units of all types retailed in the U. S. The total was down 15.4 percent from the alltime high of 4,108,096 set in 1978.

The light-truck total in 1979 was 3,101,307, a decline of 17 percent from the record 3,741,349 units retailed the previous year. .

Vans were the biggest losers in the light-truck market in 1979, with sales skidding 31.2 percent over the 12-month span. Sales were down from approximately 869,980 units in 1978—the alltime high—to 598,112.

The collapse of the RV market following a reasonably good first quarter was a major contributor to the plunge in van sales.

Largely because of the wide commercial applications, sales of 4x4 vehicles suffered far less than vans in 1979. The 12-month total was approximately 745,950 units, down 18.2 percent from the record 912,020 retailed in 1978.

Now that manufacturers have

Continued on Page 36, Col. 2

SALES OUTLETS FOR TRUCKS

RETAIL OUTLETS*

	Jan 1, 1980	‡Jan 1, 1979
Chevrolet	6,000	6,000
Dodge	3,046	3,284
Ford	5,577	5,648
Freightliner	190	190
FWD	83	84
GMC	2,680	2,721
International	1,575	1,676
IVECO (Magirus)	130	104
Jeep	1,899	1,838
Kenworth**	120	112
Mack	252	242
Mercedes-Benz	163	149
Peterbilt**	115	110
Plymouth**	1,172	1,211
Volvo	118	40
White†	246	246
Miscellaneous	298	290
TOTALS	23,664	23,909
Adjustments for multiple franchising	1,855	1,674
Net outlets	21,809	22,235

*—Retail outlets include dealerships, distributorships and factory-owned outlets.

**—Kenworth and Peterbilt totals are estimates; Plymouth trucks are four-wheel-drive Trail Dusters and Arrow compact pickups.

†—White includes Autocar and Western Star.

‡—Revised.

U. S. TRUCK REGISTRATIONS

Based on R. L. Polk & Co. statistical report
1979 VS. 1978★

	1979	Percent Share of '79 Market	1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
Ford	1,122,656	32.37	1,314,251	33.16	− 0.79
Chevrolet	1,084,870	31.28	1,275,787	32.19	− 0.91
Dodge	351,970	10.15	464,470	11.72	− 1.57
GMC	283,140	8.17	329,185	8.30	− 0.13
Jeep	145,214	4.19	163,548	4.13	+ 0.06
International	116,579	3.36	116,574	2.94	+ 0.42
Mack	29,264	0.84	27,390	0.69	+ 0.15
Plymouth*	19,678	0.57	8,013	0.20	+ 0.37
Kenworth	14,893	0.43	14,345	0.36	+ 0.07
Freightliner	13,636	0.39	11,725	0.30	+ 0.09
White	9,145	0.26	10,626	0.27	− 0.01
Peterbilt	8,693	0.25	9,454	0.24	+ 0.01
Autocar	2,227	0.07	1,880	0.05	+ 0.02
Western Star	1,133	0.03	786	0.02	+ 0.01
Brockway	2	....	37	....	....
Miscellaneous**	264,810	7.64	215,269	5.43	+ 2.21
TOTALS	3,467,910	100.00	3,963,340	100.00	....

★—No registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.

*—Plymouth trucks are 4x4 Trail Duster utility vehicle and Arrow pickup.

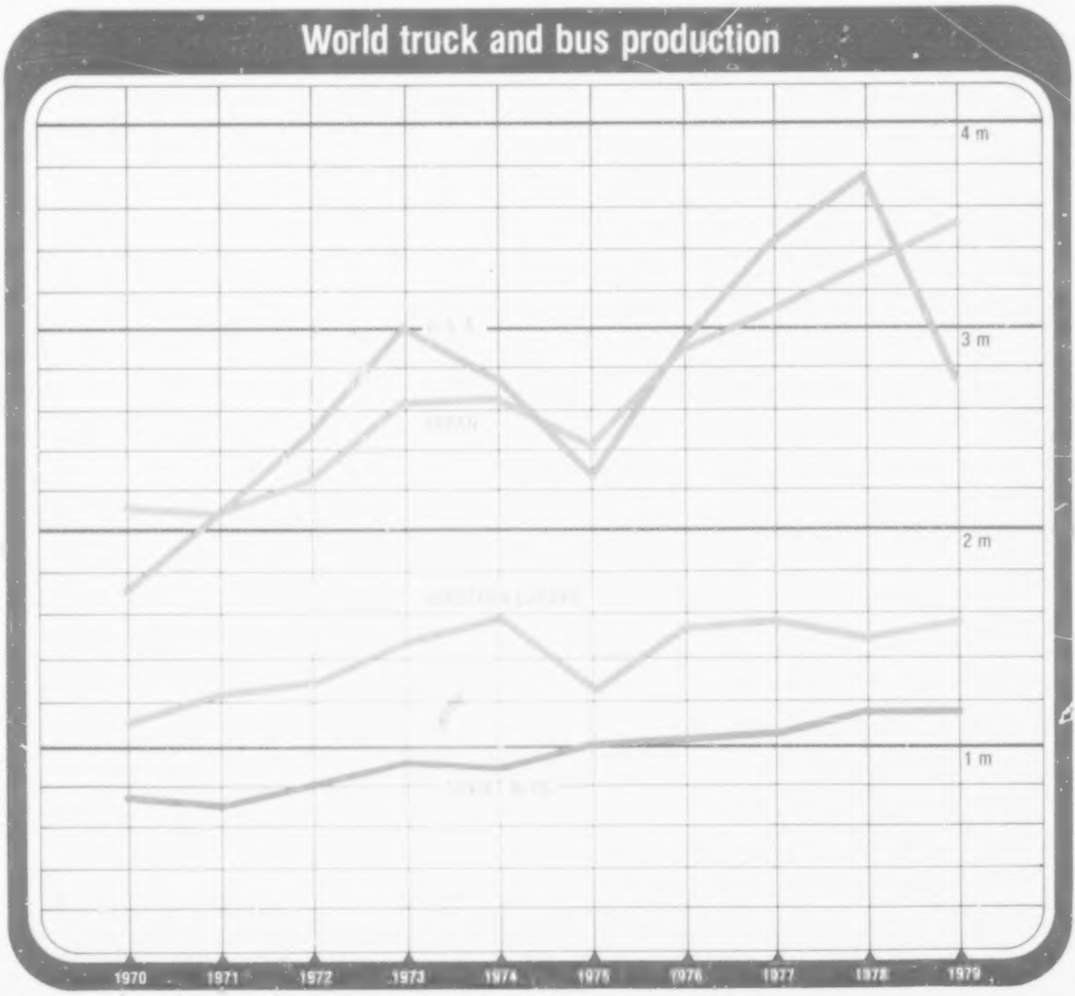
**—Miscellaneous includes imports, Diamond Reo, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Based on R. L. Polk & Co. statistical report
1979 VS. 1978★

	1979	Percent Share of '79 Market	1978	Percent Share of '78 Market	Pct. pt. Change, '79-'78
International	65,894	30.91	50,545	26.35	+ 4.56
Ford	37,706	17.69	37,824	19.72	− 2.03
Mack	29,264	13.73	27,390	14.28	− 0.55
GMC	20,366	9.55	18,385	9.59	− 0.04
Kenworth	14,893	6.99	14,345	7.48	− 0.49
Freightliner	13,636	6.40	11,725	6.11	+ 0.29
White	9,145	4.29	10,626	5.54	− 1.25
Peterbilt	8,693	4.08	9,454	4.93	− 0.85
Chevrolet	6,189	2.90	5,661	2.95	− 0.05
Autocar	2,227	1.04	1,880	0.98	+ 0.06
Western Star	1,133	0.53	786	0.41	+ 0.12
Brockway	2	....	37	....	....
Miscellaneous	4,026	1.89	3,179	1.66	+ 0.23
TOTAL	213,174	100.00	191,837	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1979 and 1978; Hawaii, July-December, 1979.



FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1952	17,171	1,322	18,493
1953	17,981	1,265	19,246
1954	18,109	1,398	19,507
1955	22,162	1,691	23,853
1956	25,094	1,642	26,736
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1951	13,931	2,563	16,494
1952	10,548	2,617	13,165
1953	8,873	1,999	10,872
1954	8,751	1,795	10,546
1955	14,847	2,029	16,876
1956	21,158	4,639	25,797
1957	21,067	3,388	24,455
1958	22,883	2,289	25,172
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1955	23,862	2,198	26,060
1956	30,506	3,414	33,920
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961

Source: Motor Vehicle Manufacturers Assn

Continued from Page 34

switched to lighter, more fuel-efficient transfer cases in 1980 models and cut back on production of full-time 4x4, there is a good chance that sales of these vehicles will be up this year.

The lone bright spot in the domestic sales picture in 1979 was the heavy-truck segment, where sales of the Classes 7 and 8 vehicles hit an alltime high of 223,166 units. There is little chance of a repeat of that performance this year, however.

Because of little hopes of a leveling or downturn in gasoline prices this year, another good year is expected for mid-range diesels as truck operators look for ways to reduce their operating and maintenance costs.

The market for medium trucks is likely to continue softening this year. In addition to fewer unit sales, the switch from gasoline to heavier mid-range diesels is boosting the GVW ratings of many Class 6 trucks, "promoting" them into Class 7.

Shipments of recreation vehicles from manufacturers to dealers declined 42 percent in 1979, from 526,300 units in 1978 to 307,700. The outlook for 1980 is bleak due to the high cost of money for both dealer floor-planning and retail financing, and the public's nagging fears of gas shortages or gas rationing.

U.S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. FACTORY SALES OF TRUCKS AND BUSES BY MAKE AND G.V.W.

COMPLETE VEHICLES AND CHASSIS — 12 MONTHS 1979

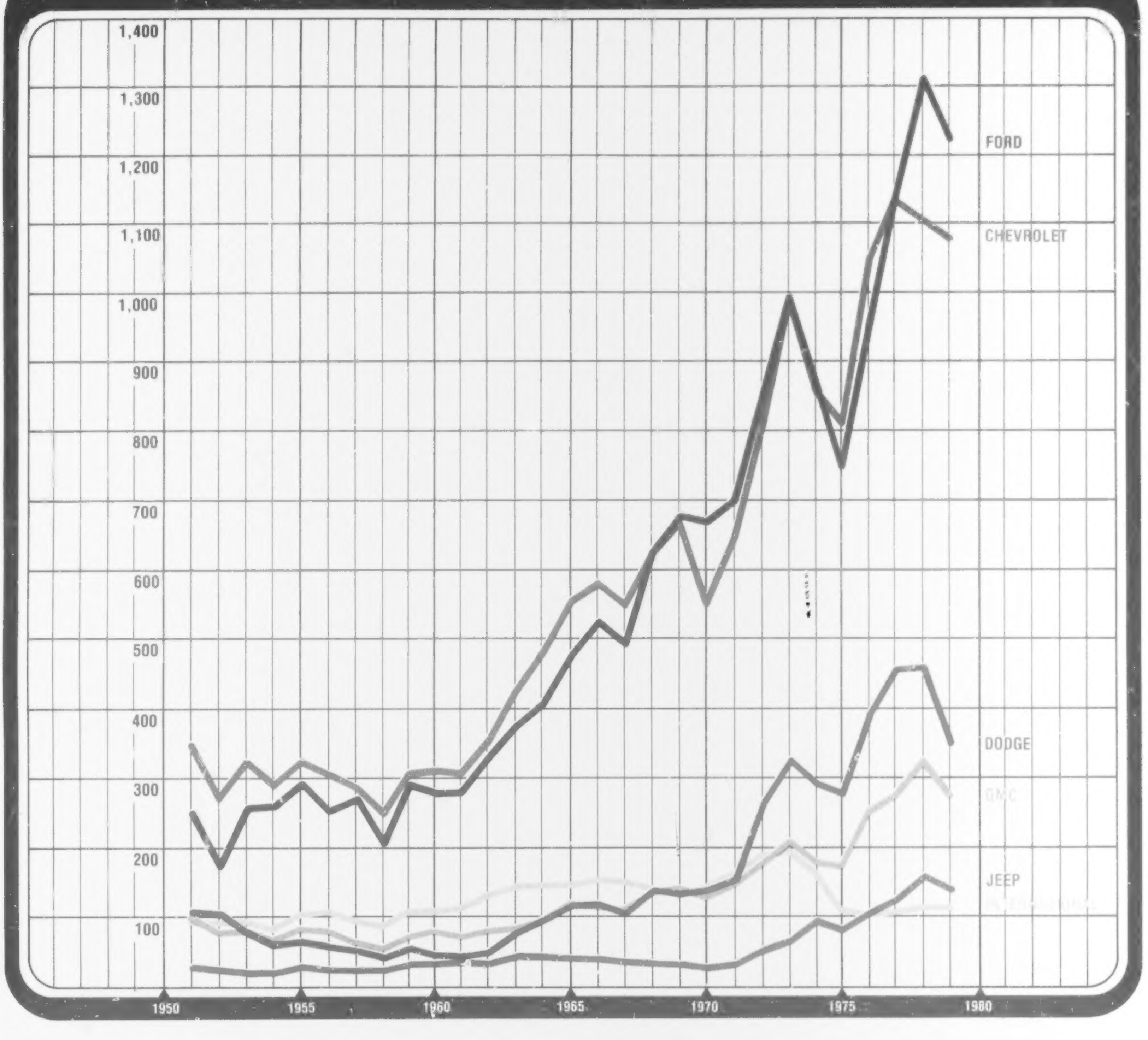
U. S. TOTAL

G.V.W. in lbs.	6,000 and less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
Trucks (Excluding School Bus Chassis)									
Chevrolet	531,207	435,840	—	—	2,534	38,945	1,433	7,778	1,017,737
GMC	121,048	153,999	20	—	1,545	29,647	2,219	24,729	333,207
Chrysler	77,581	180,320	18,172	2,396	512	7,614	386	924	287,905
Ford	224,262	709,022	971	—	—	47,546	16,154	27,389	1,025,344
Freightliner	—	—	—	—	—	—	—	14,701	14,701
International	—	28,036	—	—	8	11,250	23,825	41,370	104,489
Jeep Corp.	47,921	86,646	—	—	—	—	—	—	134,567
AM General	10,093	389	—	—	—	—	—	—	10,482
Kenworth	—	—	—	—	—	—	—	15,225	15,225
Mack	—	—	—	—	—	—	—	34,874	34,874
Peterbilt	—	—	—	—	—	—	—	9,803	9,803
Volkswgn. of America	1,709	—	—	—	—	—	—	—	1,709
White	—	—	—	—	—	—	—	11,990	11,990
Others	—	3	—	3	12	—	—	2,143	2,175
TOTAL TRUCKS	1,013,821	1,594,255	19,163	2,399	4,611	135,011	44,022	190,926	3,004,208
Buses (Including School Bus Chassis)									
Chevrolet	—	—	—	—	—	5,239	—	—	5,239
GMC	—	—	—	—	—	3,080	194	1,579	4,853
Chrysler	—	—	—	—	—	335	—	—	335
Ford	—	—	—	—	—	5,893	—	—	5,893
International	—	—	—	—	—	13,746	1,047	—	14,793
AM General	—	—	—	—	—	—	—	382	382
Others	—	—	—	—	—	—	1,001	2	1,003
TOTAL BUSES	—	—	—	—	—	28,293	2,242	1,963	32,498
TOTAL	1,013,821	1,594,255	19,163	2,399	4,611	163,304	46,264	192,889	3,036,706

EXPORTS FROM U. S. (EXCLUDING CANADA)

G.V.W. in lbs.	6,000 and less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
Trucks (Excluding School Bus Chassis)									
Chevrolet	8,481	17,893	—	—	38	1,464	22	67	27,965
GMC	1,413	21,890	—	—	45	1,437	9	293	25,087
Chrysler	7,468	9,669	83	—	512	7,614	386	924	26,656
Ford	4,294	6,934	3	—	—	2,250	329	174	13,984
International	—	2,184	—	—	—	722	658	1,998	5,562
Jeep Corp.	16,486	12,489	—	—	—	—	—	—	28,975
AM General	1	—	—	—	—	—	—	—	1
Kenworth	—	—	—	—	—	—	—	1,062	1,062
Mack	—	—	—	—	—	—	—	4,511	4,511
Peterbilt	—	—	—	—	—	—	—	255	255
White	—	—	—	—	—	—	—	367	367
Others	—	—	—	—	—	—	1	297	298
TOTAL TRUCKS	38,143	71,059	86	—	595	13,487	1,405	9,948	134,723
Buses (Including School Bus Chassis)									
Chevrolet	—	—	—	—	—	657	—	—	657
GMC	—	—	—	—	—	344	3	—	347
Chrysler	—	—	—	—	—	335	—	—	335
Ford	—	—	—	—	—	648	—	—	648
International	—	—	—	—	—	442	79	—	521
TOTAL BUSES	—	—	—	—	—	2,426	82	—	2,508
TOTAL	38,143	71,059	86	—	595	15,913	1,487	9,948	137,231

Registrations of U.S. trucks, by make, since 1951



U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	333	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	100,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,814	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,133	1,790,177
1971	1,585	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,084,870	....	351,970	1,222,656	13,636	283,140	116,579	145,214	14,893	29,264	8,693	12,505	3,467,910

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U. S. VAN AND LIGHT TRUCK PRODUCTION '79 vs. '78

	Total Output 1979	Pct. of 1979 Output	Total Output 1978	Pct. of 1978 Output	Pct. Pt. Change '79 vs. '78
CHEVROLET	934,791	36.59	1,097,815	31.47	+ 5.12
Blazer	77,882	3.05	94,142	2.70	+ 0.35
El Camino	55,790	2.18	53,437	1.53	+ 0.65
Pickups	619,388	24.25	741,991	21.27	+ 2.98
Sportvan	22,056	0.86	30,150	0.87	— 0.01
Utility Vans	159,675	6.25	178,095	5.10	+ 1.15
CHRYSLER	375,399	14.69	493,234	14.14	+ 0.55
Pickups	175,170	6.86	227,877	6.53	+ 0.33
Ramcharger	19,871	0.78	23,045	0.66	+ 0.12
Sportsman	32,233	1.26	33,220	0.95	+ 0.31
Trail Duster	6,795	0.26	8,061	0.23	+ 0.03
Utility Vans	132,298	5.18	190,358	5.46	— 0.28
Voyager	9,032	0.35	10,673	0.31	+ 0.04
FORD	825,893	32.33	1,382,725	39.63	— 7.30
Bronco	90,922	3.56	92,201	2.64	+ 0.92
Club Wagon	36,177	1.42	51,352	1.47	— 0.05
Econoline	139,190	5.45	252,284	7.23	— 1.78
Pickups	541,774	21.20	964,564	27.65	— 6.45
Ranchero	17,824	0.70	22,324	0.64	+ 0.06
GMC	251,579	9.85	295,137	8.46	+ 1.39
Jimmy	20,152	0.79	24,542	0.70	+ 0.09
Sprint/Caballero	6,818	0.27	8,314	0.24	+ 0.03
Suburban	20,743	0.81	20,248	0.58	+ 0.23
Pickups	171,026	6.70	206,261	5.91	+ 0.79
Utility Vans	29,181	1.14	31,275	0.90	+ 0.24
Rally Wagons	3,659	0.14	4,497	0.13	+ 0.01
INTERNATIONAL	30,059	1.18	39,542	1.13	+ 0.05
Scout	30,059	1.18	39,542	1.13	+ 0.05
JEEP	134,624	5.27	180,514	5.17	+ 0.10
Cherokee	39,183	1.53	40,698	1.17	+ 0.36
CJ	49,038	1.92	90,450	2.59	— 0.67
Pickups	18,966	0.74	20,495	0.59	+ 0.15
Wagoneer	27,437	1.08	28,871	0.82	+ 0.26
VOLKSWAGEN	2,407	0.09	....	....	+ 0.09
Pickups	2,407	0.09	....	....	+ 0.09
TOTAL	2,554,752	100.00	3,488,967	100.00	

U. S. TRUCK PRODUCTION BY MONTHS

	1975	1976	1977	1978	1979
January	175,098	214,931	260,749	240,919	336,734
February	159,788	230,638	260,996	277,606	308,358
March	150,668	273,905	328,950	330,800	358,126
April	185,884	266,097	289,396	315,994	256,090
May	195,470	263,683	293,672	330,065	338,961
June	206,349	299,689	315,172	344,408	292,897
July	172,360	248,035	258,488	278,020	205,265
August	172,264	249,417	283,549	278,378	138,846
September	222,477	215,993	300,728	300,115	178,078
October	229,283	203,501	319,375	364,473	227,853
November	196,953	248,113	282,596	339,721	185,001
December	183,913	232,408	239,898	276,248	147,289
Total	2,250,507	2,946,410	3,433,569	3,676,747	2,973,498

PRODUCTION VERSUS REGISTRATIONS BY MAKES IN U. S. FOR 1979

COMMERCIAL CARS

	Total 1979 Production	Percent of Total Production	Percent of Production Registered	Total 1979 Registrations	Percent of Total 1979 Registrations
CHEVROLET	934,368	31.42	116.11	1,084,870	31.28
CHRYSLER CORP	302,994	10.19	122.66	371,648	10.72
FORD	1,032,233	34.72	108.76	1,122,656	32.37
GMC	337,381	11.35	83.92	283,140	8.17
INTERNATIONAL	115,453	3.88	100.98	116,579	3.36
MACK	35,937	1.21	81.44	29,266	0.84
PACIFIC CAR & FOUNDRY CORP	——	——	——	23,586	0.68
WHITE	11,260	0.38	232.16	26,141	0.75
JEEP	134,624	4.53	107.87	145,214	4.19
AM GENERAL	23,934	0.80	——	——	——
VOLKSWAGEN	2,407	0.08	——	——	——
MISCELLANEOUS*	42,907	1.44	617.17	264,810	7.64
TOTAL	2,973,498	100.00	116.63	3,467,910	100.00

*—Miscellaneous includes import trucks.

U.S. TRUCK REGISTRATIONS PER OUTLET

Rank	1979 Regs.		1978	1977	1976	1975	1974	1973
1	201	Ford	233	199	169	132	156	175
2	181	Chevrolet	215	187	188	136	146	163
3	124	Kenworth	128	139	66	51	95	118
4	116	Mack	105	100	46	45	76	82
5	115	Dodge	141	145	126	90	91	97
6	106	GMC	121	102	93	62	70	76
7	77	Jeep	93	71	67	54	67	47
8	76	Peterbilt	86	121	51	45	86	80
9	74	International	70	65	52	52	70	75
10	72	Freightliner	62	......	......	......	......	......
11	51	White	54	83	47	20	97	95
12	17	Plymouth*	7	2	1	1	1	......

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles and Arrow compact pickups.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1979 VS. 1978

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,000-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'79	....	....	....	....	....	....	....	2,227	2,227
	'78	....	....	....	....	....	....	....	1,880	1,880
BROCKWAY	'79	....	....	....	....	....	....	....	2	2
	'78	....	....	....	....	....	....	....	37	37
CHEVROLET	'79	445,549	591,506	4,948	....	1,786	34,892	1,139	5,050	1,084,870
	'78	431,982	801,950	....	....	1,854	34,340	1,662	3,999	1,275,787
(Memo-Units)#	'79	205,206	172,926	....	....	....	....	....	....	378,132
	'78	175,692	210,433	....	....	....	....	....	....	386,125
DIAMOND REO	'79	....	....	....	....	....	....	....	....	....
	'78	....	....	....	....	....	....	....	....	....
DODGE	'79	106,712	207,453	32,869	4,936	....	....	....	....	351,970
	'78	73,610	322,658	52,643	15,250	85	207	17	....	464,470
(Memo-Units)#	'79	60,026	112,332	26,340	....	....	....	....	....	198,698
	'78	38,440	174,980	29,280	....	....	....	....	....	242,700
FORD	'79	296,309	734,342	456	....	....	53,843	15,228	22,478	1,122,656
	'78	272,759	946,934	698	....	137	55,899	15,531	22,293	1,314,251
(Memo-Units)#	'79	111,758	220,692	....	....	....	....	....	....	332,450
	'78	106,685	277,932	....	....	....	....	....	....	384,617
FREIGHTLINER	'79	....	....	....	....	....	....	....	13,636	13,636
	'78	....	....	....	....	....	....	....	11,725	11,725
FWD	'79	....	....	....	....	....	....	....	....	....
	'78	....	....	....	....	....	....	1	145	146
GMC	'79	68,532	167,198	1,020	....	1,041	24,983	1,973	18,393	283,140
	'78	68,355	215,185	1,540	....	822	24,898	3,325	14,460	329,185
(Memo-Units)#	'79	13,871	47,114	....	....	....	....	....	....	60,985
	'78	14,736	56,626	....	....	....	....	....	....	71,362
INTERNATIONAL	'79	....	23,464	....	....	....	27,221	27,309	38,585	116,579
	'78	....	36,065	....	....	....	29,964	16,494	34,051	116,574
(Memo-Units)#	'79	....	....	....	....	....	....	....	....	....
	'78	....	36,065	....	....	....	....	....	....	36,065
JEEP	'79	83,401	61,813	....	....	....	....	....	....	145,214
	'78	85,222	78,326	....	....	....	....	....	....	163,548
(Memo-Units)#	'79	83,401	26,781	....	....	....	....	....	....	110,182
	'78	85,222	36,347	....	....	....	....	....	....	121,569
KENWORTH	'79	....	....	....	....	....	....	....	14,893	14,893
	'78	....	....	....	....	....	....	....	14,345	14,345
MACK	'79	....	....	....	....	....	....	....	29,264	29,264
	'78	....	....	....	....	....	....	....	27,390	27,390
PETERBILT	'79	....	....	....	....	....	....	....	8,693	8,693
	'78	....	....	....	....	....	....	....	9,454	9,454
PLYMOUTH*	'79	14,428	5,250	....	....	....	....	....	....	19,678
	'78	868	7,145	....	....	....	....	....	....	8,013
WESTERN STAR	'79	....	....	....	....	....	....	....	1,133	1,133
	'78	....	....	....	....	....	....	....	786	786
WHITE	'79	....	....	....	....	....	....	....	9,145	9,145
	'78	....	....	....	....	....	....	437	10,189	10,626
MISCELLANEOUS**	'79	258,003	14	43	6	31	2,687	1,666	2,360	264,810
	'78	210,268	6	93	....	35	1,705	929	2,087	215,123
TOTALS	'79	1,272,934	1,791,040	39,336	4,942	2,858	143,626	47,315	165,859	3,467,910
	'78	1,143,064	2,408,269	54,974	15,250	2,933	147,013	38,996	152,841	3,963,340

★—No Oklahoma registrations, 1979 and 1978; Hawaii, July-December, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ramcharger, Trail Duster, D-50, Arrow; Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, Crane Carrier, etc. —Compiled from R. L. Polk & Co. data.

TRUCK AND BUS FACTORY SALES BY GROSS VEHICLE WEIGHT

Total Sales from U. S. Plants

G.V.W. in lbs		6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
January	1979	101,304	169,918	3,445	612	292	15,339	4,596	16,815	312,321
February	1979	98,596	158,827	3,133	744	365	14,864	4,336	16,773	297,638
March	1979	114,010	191,301	5,032	864	582	18,226	4,451	19,841	354,307
April	1979	91,331	144,506	1,907	33	301	12,791	3,697	16,337	270,903
May	1979	115,748	172,111	826	4	230	17,411	4,134	18,692	329,156
June	1979	100,449	150,566	949	1	194	15,728	4,926	17,272	290,085
July	1979	79,201	105,618	313	80	511	13,458	3,615	16,080	218,876
August	1979	51,738	68,767	430	—	822	10,227	3,245	16,155	151,384
September	1979	64,140	101,472	221	—	364	13,283	4,147	14,622	198,249
October	1979	79,074	132,189	1,796	55	365	14,042	5,191	18,444	251,156
November	1979	65,305	107,777	52	6	169	8,976	2,145	11,758	196,188
December	1979	52,925	91,203	1,059	—	416	8,959	1,781	10,100	166,443
12 Months	1979	1,013,821	1,594,255	19,163	2,399	4,611	163,304	46,264	192,889	3,036,706

Total Sales from Canadian Plants

G.V.W. in lbs		6,000 & less	6,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	26,001-33,000	33,001 & Over	Total
January	1979	26,896	29,419	—	—	—	865	1,032	1,547	59,759
February	1979	27,345	27,512	—	—	—	1,304	935	1,519	58,615
March	1979	34,033	37,464	—	—	—	1,966	1,200	1,976	76,639
April	1979	26,097	24,450	—	—	—	1,424	879	1,760	54,610
May	1979	33,592	29,390	—	—	56	3,246	708	1,985	68,977
June	1979	29,937	26,552	—	—	100	1,544	574	1,938	60,645
July	1979	17,519	14,026	—	—	45	1,712	393	1,234	34,929
August	1979	18,696	10,572	—	—	65	2,530	741	1,630	34,234
September	1979	25,874	19,777	—	—	35	1,880	1,126	1,342	50,034
October	1979	25,079*	21,963*	—	—	35	1,217	1,172	1,737	52,203*
November	1979	21,949	18,684	—	—	37	746	1,121	1,515	44,052
December	1979	18,320	18,988	—	—	23	350	598	1,099	39,378
12 Months	1979	305,337	278,797	—	—	396	18,784	10,479	19,282	633,075

*Revised.

Source: MVMA

NEW-TRUCK REGISTRATIONS IN U. S., 1979-1978

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	**Mack Truck Corp.**	**Freightliner**	White **(Autocar,) Western** Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'79	4154	19966	19996	4485	1719	1089	604	718	400	374	5289	58786	'79	**Alabama**
	'78	5043	25300	25092	5667	1676	1225	655	754	237	390	3733	69772	'78	
Alaska	'79	706	2417	1940	511	198	255	51	12	7	27	638	6760	'79	**Alaska**
	'78	793	3275	2679	741	238	348	41	9	1	35	854	9014	'78	
Arizona	'79	4596	16272	16506	4310	882	1555	333	119	97	109	7265	52044	'79	**Arizona**
	'78	4800	18100	17955	3983	671	1321	275	163	27	51	5699	53045	'78	
Arkansas	'79	4140	20109	17242	4604	1248	1785	419	313	449	83	3037	53427	'79	**Arkansas**
	'78	4437	21796	20975	5659	1546	1917	380	271	245	113	2053	59392	'78	
California	'79	39780	84932	87869	22473	7507	6657	2970	604	2309	1016	61834	318107	'79	**California**
	'78	52378	100494	93464	25385	6408	7814	2633	627	1758	884	55400	347245	'78	
Colorado	'79	5061	19580	15247	3689	2187	4082	387	251	182	129	7049	57754	'79	**Colorado**
	'78	5329	21642	15952	3914	2330	3610	380	223	221	107	5622	59330	'78	
Connecticut	'79	2704	7707	9238	2801	1136	1890	79	392	15	177	2247	28486	'79	**Connecticut**
	'78	4081	9754	10909	3315	1419	2312	99	377	13	192	1980	34451	'78	
Delaware	'79	765	2820	2637	581	1058	442	170	123	130	38	531	9287	'79	**Delaware**
	'78	700	2681	3348	688	1230	405	142	257	211	45	399	10106	'78	
Florida	'79	15871	47872	35462	12036	3655	3736	577	1225	265	629	11648	132976	'79	**Florida**
	'78	17273	50656	36972	12627	3237	3414	614	1305	148	466	8676	135388	'78	
Georgia	'79	6676	28187	23557	5357	1942	1881	634	912	158	299	6596	75899	'79	**Georgia**
	'78	7214	32889	26922	6112	2044	1939	846	875	165	436	4661	84103	'78	
Hawaii	'79	318	852	818	177	132	318	27	1		5	943	3591	'79	**Hawaii**
	'78	500	2046	1900	351	248	439	21	3		4	2474	7986	'78	
Idaho	'79	1555	6077	6276	2279	482	499	277	267	75	38	2282	20107	'79	**Idaho**
	'78	2142	8232	8209	2780	607	682	234	115	61	26	2418	25506	'78	
Illinois	'79	13450	57498	53076	13918	8659	10984	1243	1836	848	898	5368	167676	'79	**Illinois**
	'78	15201	59242	56045	14601	7237	6272	1295	1206	648	1099	3790	166636	'78	
Indiana	'79	7423	30806	31878	8323	5179	3687	775	767	550	287	3514	93180	'79	**Indiana**
	'78	10190	40681	47061	11002	5824	5872	824	731	463	280	2854	125782	'78	
Iowa	'79	5328	21138	21533	4581	1690	1925	347	345	242	53	1954	59136	'79	**Iowa**
	'78	5660	22545	23476	5139	1557	1356	294	415	220	54	1596	62312	'78	
Kansas	'79	3849	19074	18673	5185	1568	1800	603	181	348	148	3340	54769	'79	**Kansas**
	'78	3596	16806	18848	4615	1189	1367	458	128	331	263	2320	49022	'78	
Kentucky	'79	4673	21284	23768	3812	1268	3292	160	756	113	60	3450	62645	'79	**Kentucky**
	'78	5593	30411	34311	5793	1919	5225	219	1022	134	143	2625	87395	'78	
Louisiana	'79	7623	32390	26624	7691	1801	1147	369	496	225	138	4434	82938	'79	**Louisiana**
	'78	7658	33878	28758	8010	1680	957	430	684	176	209	2859	85299	'78	
Maine	'79	1544	5077	5649	2406	615	870	59	99	36	57	1405	17818	'79	**Maine**
	'78	2241	7088	7837	3432	1007	1237	67	109	25	81	1273	24397	'78	
Maryland	'79	5429	19135	15614	3616	2327	2015	166	633	79	264	3608	52886	'79	**Maryland**
	'78	5284	22377	17916	3791	1915	2038	184	559	70	266	2516	56916	'78	
Massachusetts	'79	5348	14852	14696	4756	1795	2591	143	568	17	140	2742	47648	'79	**Massachusetts**
	'78	6752	17626	16025	5396	2088	3017	136	397	35	163	2116	53751	'78	
Michigan	'79	15139	48769	49593	14275	3948	7485	403	440	208	309	4684	145253	'79	**Michigan**
	'78	22079	68469	73737	19831	4281	9832	354	392	274	406	3584	203239	'78	
Minnesota	'79	8474	30880	23920	5985	3571	2378	709	423	445	111	2349	79245	'79	**Minnesota**
	'78	9836	34301	26698	7233	3075	2431	593	315	245	100	1738	86565	'78	
Mississippi	'79	3218	18591	15725	3791	1179	864	318	445	144	198	3168	47641	'79	**Mississippi**
	'78	3103	20614	18437	4582	1379	807	313	543	181	166	2309	52434	'78	
Missouri	'79	8526	30590	30453	8389	3119	3620	397	198	376	166	4565	90399	'79	**Missouri**
	'78	10154	33215	36957	8526	3369	3594	383	226	291	264	3001	99980	'78	
Montana	'79	1297	6836	6544	1973	433	696	280	27	82	22	1503	19683	'79	**Montana**
	'78	1866	9208	8618	2519	479	1215	349	32	79	27	1836	26228	'78	
Nebraska	'79	2743	14117	12066	3616	1796	826	1234	414	526	199	1541	39069	'79	**Nebraska**
	'78	2599	12954	11923	3622	1628	812	1317	380	538	128	1313	37214	'78	
Nevada	'79	2023	5747	5176	1663	436	942	111	17	22	40	2616	18793	'79	**Nevada**
	'78	2846	6508	5596	2156	399	1131	108	28	20	23	2393	21208	'78	
New Hampshire	'79	2053	6105	7762	2686	972	1629	99	400	36	63	1959	23764	'79	**New Hampshire**
	'78	1856	4947	6076	2286	822	1188	76	287	11	34	1170	18753	'78	
New Jersey	'79	9455	20759	18588	4021	2990	3156	483	1602	237	533	3429	65253	'79	**New Jersey**
	'78	11074	23960	20994	4443	2982	3336	503	1272	130	492	2896	72082	'78	
New Mexico	'79	2150	12081	9553	4092	738	999	234	177	90	47	2846	33005	'79	**New Mexico**
	'78	2491	13495	10720	3721	711	881	245	127	46	37	2076	34550	'78	
New York	'79	16698	37923	39831	11746	5642	7184	405	1627	145	499	5183	126883	'79	**New York**
	'78	19720	43732	46034	11667	5449	7522	412	1327	87	564	4339	140853	'78	
N. Carolina	'79	6325	27242	25668	6562	2885	4046	778	678	459	448	8147	83238	'79	**N. Carolina**
	'78	7684	34228	30205	8101	2638	5553	833	683	479	392	5400	96196	'78	
N. Dakota	'79	1428	6678	6733	2025	798	597	235	58	119	33	747	19451	'79	**N. Dakota**
	'78	1381	6540	6979	1905	694	680	283	47	68	18	519	19114	'78	
Ohio	'79	14791	48809	49911	11227	6602	7857	742	2093	525	1082	5322	148961	'79	**Ohio**
	'78	21923	65805	71067	14973	6942	14665	827	2075	588	1503	4402	204770	'78	
Oklahoma	'79													'79	**Oklahoma**
	'78													'78	
Oregon	'79	4259	16256	16176	3666	1318	1264	829	343	535	344	10106	55096	'79	**Oregon**
	'78	6899	20622	22237	4881	1598	1609	665	412	479	274	9100	68776	'78	
Pennsylvania	'79	16204	48237	42988	11415	7445	12115	841	2915	437	616	6977	149290	'79	**Pennsylvania**
	'78	21596	60282	56679	14853	8969	16097	1048	[illegible]794	438	635	6268	189679	'78	
Rhode Island	'79	1010	2389	1974	598	279	496	46	195	12	20	530	7549	'79	**Rhode Island**
	'78	1556	2904	2257	825	486	615	23	131	2	24	357	9180	'78	
S. Carolina	'79	3727	13127	11250	2483	1387	1295	234	461	77	151	3891	38083	'79	**S. Carolina**
	'78	3973	16029	13185	2783	1421	1665	236	329	58	194	2991	42864	'78	
S. Dakota	'79	1337	6077	5769	1282	649	512	129	39	223	20	668	16705	'79	**S. Dakota**
	'78	1522	6355	6499	1512	675	610	196	10	137	25	561	18102	'78	
Tennessee	'79	5697	23482	22832	6550	1850	2765	398	572	223	783	5437	70789	'79	**Tennessee**
	'78	7378	31661	31488	8527	2286	3987	480	688	275	618	4447	91835	'78	
Texas	'79	21143	106935	113382	25099	9747	5618	2056	2349	1232	867	18603	307031	'79	**Texas**
	'78	23464	118341	128567	28672	7840	4865	2234	2219	1269	1063	13341	331875	'78	
Utah	'79	1897	6845	6499	3089	547	1162	448	218	177	92	3165	24138	'79	**Utah**
	'78	3019	9953	9161	4217	697	1384	436	141	191	55	2806	32060	'78	
Vermont	'79	861	2497	3006	1055	440	370	22	58	15	8	818	9650	'79	**Vermont**
	'78	936	3116	3400	1229	564	975	48	59	6	4	731	11068	'78	
Virginia	'79	7290	27226	20904	4720	1936	4101	340	1096	115	232	5066	73026	'79	**Virginia**
	'78	9085	35027	26824	5680	2594	5163	329	1350	91	269	3745	90157	'78	
Washington	'79	5824	19417	18463	5696	1283	1232	651	257	312	100	11856	65091	'79	**Washington**
	'78	7606	24576	23493	6936	1356	1489	604	284	179	84	10269	76876	'78	
W. Virginia	'79	4005	14313	14990	3097	1531	4021	70	376	53	161	1885	44502	'79	**W. Virginia**
	'78	5216	17621	17986	3530	1898	4818	145	355	67	140	1497	53273	'78	
Wisconsin	'79	6335	23843	20315	6790	3686	3412	445	433	239	225	2241	67964	'79	**Wisconsin**
	'78	7378	29608	24913	8305	3399	3143	354	505	275	234	1890	80004	'78	
Wyoming	'79	1488	8042	6020	2472	484	1038	234	64	55	43	1207	21147	'79	**Wyoming**
	'78	1447	7911	6466	2648	475	1106	174	46	26	58	945	21302	'78	
Dist. of Columbia	'79	219	740	560	112	58	81	2	6	2	11	60	1851	'79	**Dist. of Columbia**
	'78	277	788	570	133	29	67	3	14	1	3	55	1940	'78	
Federal Government	'79	10078	1655	10864	1170	1876	10663	5	367		142	35	36855	'79	**Federal Government**
	'78	17085	1859	474	1000	1349	9541		126	5	151	20	31610	'78	
Motor Homes	'79	44761	8443	19964	4204							5232	82604	'79	**Motor Homes**
	'78	68569	2103	12893	4888							3352	91805	'78	
United States Total	'79	371648	1122656	1084870	283140	118579	145214	23586	29286	13636	12505	264810	3467910	'79	**United States Total**
	'78	472483	1314251	1275787	329185	116574	163548	23799	27427	11725	13292	215269	3963340	'78	

Registrations for the State of Hawaii are temporarily delayed. Registrations for the State of Oklahoma are not available.

Period covered to date: Month, December 1979 and December 1978.

TOTAL TRUCKS IN OPERATION IN U. S., MAKES BY YEAR MODELS

(As of July 1, 1979)

MAKE	July 1 Totals	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	Prior to '64	Yr. not Given
Chevrolet	11171009	804175	1156258	1072150	951178	699218	857814	836853	678859	458785	484616	544087	424923	342247	347267	294950	239829	976268	1532
Diamond-Reo	37107	....	....	....	154	1717	3142	3174	2871	2813	2782	2306	1606	1698	1700	1398	1117	10326	303
Divco	5632	22	36	31	50	75	54	23	240	204	167	141	34	595	666	706	599	1988	1
Dodge	2686466	184244	282314	413042	224306	225582	252652	241433	163498	100774	79152	85826	81269	60281	55278	51430	36657	148277	451
Ford	10857424	832656	1214006	974925	885020	606751	850715	832065	774810	557807	535839	531114	367351	344228	313081	242757	188721	804014	1564
Freightliner	77756	8500	9603	7782	5125	5474	8672	8430	6110	3766	3006	3398	2656	1820	1100	696	503	1105	10
GMC	2435474	189451	291770	262601	218276	146499	179035	189782	142469	102336	101226	106767	84464	59682	63863	54949	36573	205016	715
International	1772412	57222	95875	99676	74614	110592	132082	168783	134388	115567	102422	83251	77638	84093	69776	61331	53639	250890	573
Jeep	1030759	111814	126403	100117	78537	47940	70043	56121	38261	26971	31220	32361	25260	28242	23052	20439	19807	193813	358
Kenworth	101088	10119	13371	11815	6436	5573	10177	9996	7038	4687	3846	4031	2338	1648	1999	1389	1216	5364	45
Mack	223778	18179	25557	19867	11706	12552	19779	18759	14911	10815	11355	10099	8796	6829	6424	4501	3667	19899	83
Peterbilt	70481	6594	9002	8797	4696	5321	7596	5294	4402	2917	2545	2819	2201	1305	1390	1248	988	3312	54
Plymouth	35589	12093	6429	5527	3581	3729	4220	....	....	....	....	....	....	....	....	....	....	....	10
White	152133	8469	11268	11398	6636	8794	13258	13129	9579	8617	9065	9719	7991	6153	6342	4359	3386	13854	116
Miscellaneous	1925883	158910	298525	242859	208123	126657	179979	203632	162537	104663	68183	43498	24261	18928	13596	9195	8237	53137	963
TOTALS	32582991	2402448	3540417	3230587	2678438	2006474	2589218	2587474	2139973	1500722	1435424	1459417	1110788	957749	905534	749348	594939	2687263	6778

The statistics for the state of Oklahoma and Pennsylvania have been estimated.

Compiled from official State Records by R. L. Polk & Co. Supplied to subscribers for internal use. Re sale, republishing of sharing prohibited.

RV VEHICLE SHIPMENTS

1979**

(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use van conversions	104,100

1978**

(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use van conversions	136,400

**—Pickup covers no longer included in RVIA shipments.

1977

(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976

(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975

(Total Shipments—552,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974

(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973

(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972

(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971

(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970

(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

1969

(Total Shipments—514,100)

Travel Trailers	144,000
Truck Campers	92,500
Camping Trailers	141,000
Motor Homes	23,100
Pickup Covers	113,500

1968

(Total Shipments—483,100)

Travel Trailers	115,200
Truck Campers	79,500
Camping Trailers	125,200
Motor Homes	13,200
Pickup Covers	150,000

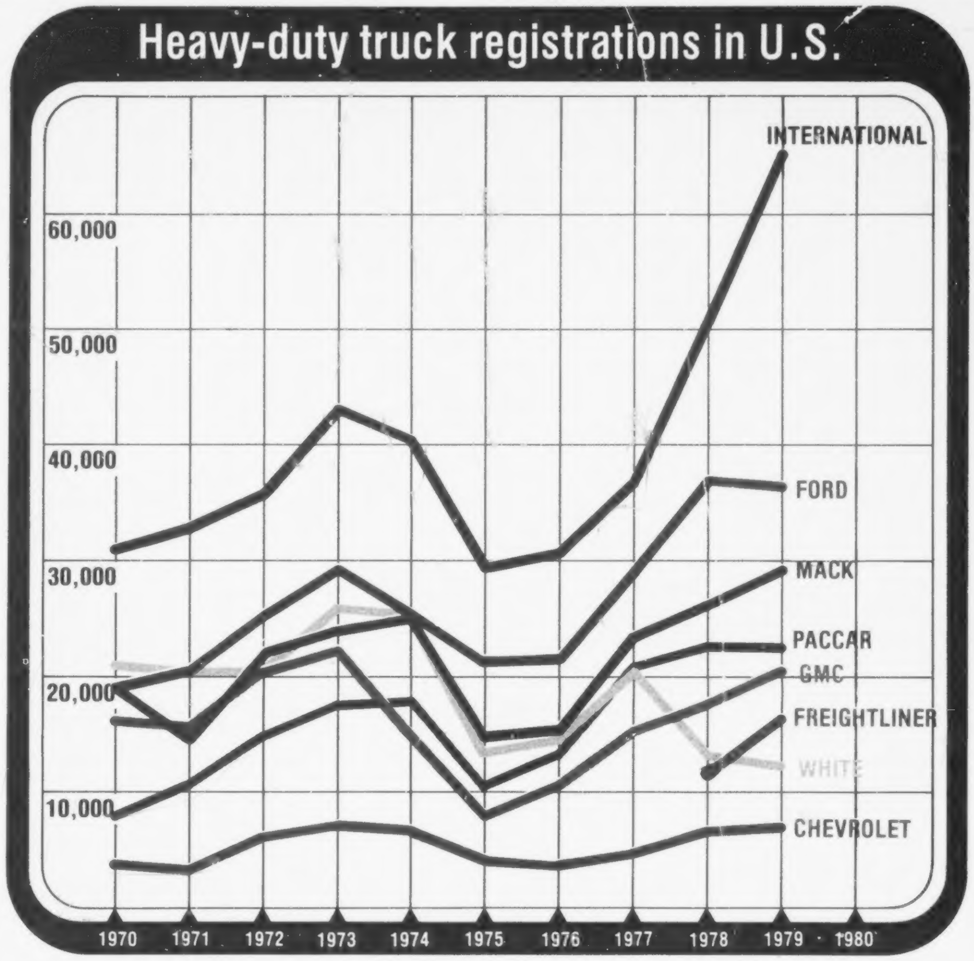
1967

(Total Shipments—244,430)

Travel Trailers	94,500
Truck Campers	61,600
Camping Trailers	79,280
Motor Homes	9,050
Pickup Covers	....

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.



- Mack includes Brockway
- PACCAR includes Kenworth and Peterbilt
- White includes Freightliner until 1977

26,001 lbs. GVW & over

1979 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	100,977	96,691	109,965	307,633	77,521	106,097	84,335	267,953	72,205	46,319	55,323	173,847	74,078	64,968	45,889	184,935	934,368
Dodge	49,534	43,316	43,977	136,827	20,638	37,046	31,705	89,389	8,744	2,904	12,400	24,048	21,072	17,805	13,853	52,730	302,994
Ford	117,994	103,539	126,366	347,899	99,510	122,246	107,075	328,831	74,039	33,213	58,732	165,984	75,430	59,542	54,547	189,519	1,032,233
GMC	30,172	28,678	33,866	92,716	25,234	36,255	36,887	98,376	37,627	21,239	22,396	81,262	25,496	22,937	16,594	65,027	337,381
International	12,503	12,210	14,058	38,771	11,242	14,023	12,605	37,870	3,685	11,950	9,742	25,377	13,121	314	....	13,435	115,453
Mack	3,362	3,141	3,682	10,185	2,768	3,392	3,224	9,384	2,272	3,139	2,947	8,358	3,540	2,729	1,741	8,010	35,937
White†	1,412	1,389	1,126	3,927	649	1,116	1,038	2,803	542	876	843	2,261	955	746	568	2,269	11,260
Jeep	14,821	13,624	18,943	47,388	12,967	12,571	10,114	35,652	1,777	13,198	10,815	25,790	8,383	9,939	7,472	25,794	134,624
AM Corp	2,071	2,029	2,012	6,112	2,031	2,401	2,607	7,039	1,232	2,258	1,804	5,294	1,658	2,223	1,608	5,489	23,934
Volkswagen	....	....	....	....	....	....	....	....	....	....	....	....	8	245	2,154	2,407	2,407
Miscellaneous	3,888	3,741	4,131	11,760	3,530	3,814	3,307	10,651	3,142	3,750	3,076	9,968	4,112	3,553	2,863	10,528	42,907
Total Trucks, U. S.	336,734	308,358	358,126	1,003,218	256,090	338,961	292,897	887,948	205,265	138,846	178,078	522,189	227,853	185,001	147,289	560,143	2,973,498

†—White total includes Autocar, Freightliner. Also, Diamond Reo through July 9.

—AM Corp. vehicles are a breakout of nonmilitary vehicles from Jeep. Jeep figures indicates military vehicles only.

1979 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	8,767	8,643	9,556	26,966	4,294	7,778	6,340	18,412	....	....	3,761	3,761	4,509	3,977	3,241	11,727	60,866
Ford Motor	31,254	27,904	32,065	91,223	22,752	31,399	22,410	76,561	7,306	8,850	13,818	29,974	16,240	15,699	17,068	49,007	246,765
General Motors	26,830	24,911	27,482	79,223	23,161	26,655	24,799	74,615	16,573	14,887	21,973	53,433	25,001	21,225	16,373	62,599	269,870
American Motors	5,595	5,808	6,374	17,777	4,660	5,360	5,103	15,123	1,108	4,804	4,009	9,921	3,392	3,602	2,120	9,114	51,935
International	1,854	1,716	1,990	5,560	1,747	2,089	1,949	5,785	662	2,062	1,383	4,127	2,034	1,846	780	4,660	20,132
Mack	344	282	389	1,015	233	367	376	976	264	225	358	847	396	379	264	1,039	3,877
White	358	362	340	1,060	330	355	358	1,043	343	226	304	873	404	353	258	1,015	3,991
Total Trucks, Canada	75,002	69,626	78,196	222,824	57,177	74,003	61,335	192,515	26,256	31,074	45,606	102,936	51,976	47,081	40,104	139,161	657,436

Imported cars: Biggest sales year in history spearheaded by Japanese makes

By Richard A. Wright
Assistant Managing Editor

Imported car sales in 1979 were by far the highest in history and the record came on the heels of two straight two-million-unit years.

Sales of imported cars totaled 2,327,932, compared with 2,000,500 in 1978 and 2,071,100 in 1977. The two-million sales mark had never been reached until 1977.

Registrations of new imported cars totaled a record 2,339,004. It was the first time registrations had exceeded two million. (Obviously, sales and registrations are measuring the same thing, but they are two different sets of figures and should not be mixed. Registrations were very close to two million in both 1978 and 1977).

New this year in the imported car section is a table on Page 48 giving a breakout by model for import sales. This table shows that the Toyota Corolla was the biggest selling import in 1979, with sales of 274,934. Next was Datsun's 210, of which 216,812 were retailed.

Also on Page 48 are tables showing imported cars in operation, import franchises and retail outlets and import sales per outlet.

While sales and registration data differ, there is no doubt that 1979 was by far the biggest year ever for imports. The existence of two different systems of collecting data on new cars presents some problems for the researcher.

Sales figures are reported by the importing companies and are compiled from reports by their dealers. Registrations are collected from state registration records. They are different for any number of reasons, including the fact that some states delay figures and Oklahoma does not release them at all.

Characteristics of sales and registrations are different also. Registrations have more of a carved-in-stone quality (although this has been changing, as R. L. Polk & Co. revises its figures when delayed figures become available), whereas some importers regularly revise their figures when better data is available.

Another consideration is breakout by make. Sales are broken out by all reporting makes, while registrations of only the top 10 makes are reported.

The table in the first column showing new import registrations since 1948 reflect the sharp growth of the imports, as do the color graphs on this page and on page 48. From a mere trickle of 16,133 in 1948, registrations of new imported cars grew to one million by 1969 and hit two million last year, 10 years later.

The import market was thoroughly dominated by Volkswagen until the late '60s, when the Japanese nameplates began to make their presence felt. It was not until 1975 that Toyota passed VW in sales. Datsun passed VW the following year, Honda in 1978 and Mazda in 1979, as VW became primarily a domestic producer.

IMPORT REGISTRATIONS SINCE 1948

1948	16,133	1964	484,131
1949	12,251	1965	569,415
1950	16,336	1966	658,123
1951	20,828	1967	779,220
1952	29,299	1968	985,767
1953	28,961	1969	1,061,617
1954	32,403	1970	1,230,961
1955	58,465	1971	1,465,673
1956	98,187	1972	1,529,402
1957	204,109	1973	1,719,913
1958	378,517	1974	1,369,148
1959	614,131	1975	1,500,928
1960	498,785	1976	1,446,637
1961	378,622	1977	1,967,759
1962	339,160	1978	1,946,094
1963	385,624	1979	2,339,004

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1979 Pos.	Make	1978 Pos.
1—488	Honda	396— 2
2—485	Toyota	423— 1
3—445	Datsun	323— 3
4—274	Volkswagen*	213— 4
5—213	Mazda	114— 8
6—175	Subaru	145— 5
7—136	Volvo	120— 6
8—130	Mercedes-Benz	115— 7
9— 98	Audi	95— 9
9— 98	BMW	92—10
11— 90	Fiat	89—11
12— 71	MG	68—12
13— 46	Saab	48—14
14— 44	Renault	46—15
15— 43	Porsche	54—13
16— 42	Peugeot	32—18
17— 37	Triumph	45—16
18— 27	Colt	21—20
19— 22	Arrow	14—**
20— 18	Alfa Romeo	35—17

* —Includes U.S.-built Volkswagens.
**—Not in the Top 20 in 1979.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1979.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1968	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,639

*—Alltime high.

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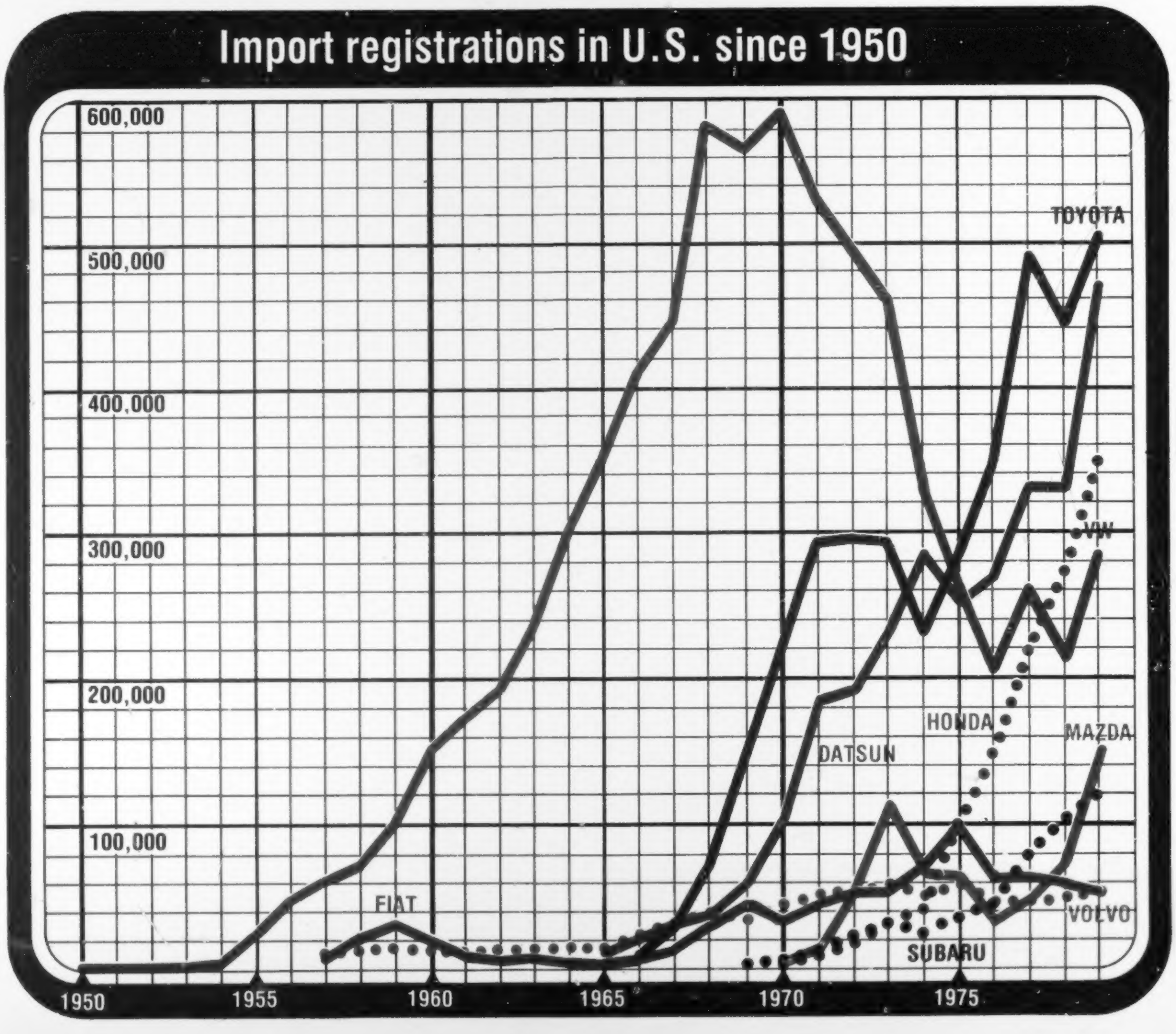
5 YEARS OF IMPORT SALES IN U. S.

	1979	1978	1977	1976	1975
Alfa Romeo	4,011	6,237	6,712	5,283	5,342
Arrow	48,860	28,296	47,345	30,430	....
Audi	42,709	40,878	35,854	33,316	50,680
BMW	34,521	31,457	28,776	26,040	19,419
Capri	....	4,079	22,458	29,904	54,586
Challenger	14,166	17,649	1,832	....	....
Colt	62,705	44,570	70,679	48,542	60,356
Datsun	472,252	338,096	388,378	270,103	253,192
Ferrari	679	617	N.A.	N.A.	N.A.
Fiat	58,934	60,435	63,479	61,540	100,511
Fiesta	78,109	76,145	40,549	....	....
Honda	353,291	274,876	223,633	150,929	102,383
Jaguar	3,746	4,782	4,349	7,384	6,799
Lancia	1,602	2,811	5,500	....	....
Mazda	156,533	75,309	50,609	35,383	65,351
Mercedes-Benz	52,819	46,695	48,722	43,205	45,259
MG	26,025	26,656	34,794	28,436	27,946
Opel	13,815	19,222	29,067	10,483	39,730
Peugeot	11,688	9,061	10,002	9,497	11,850
Porsche	13,818	17,017	19,896	14,192	16,658
Renault	18,862	15,739	13,198	6,880	5,788
Rolls-Royce	1,002	1,109	N.A.	N.A.	N.A.
Saab	15,142	15,662	13,120	9,866	13,732
Sapporo	12,322	12,777	1,406	....	....
Subaru	127,871	103,274	80,826	48,928	41,587
Toyota	507,816	441,800	493,048	346,920	283,909
Triumph	12,733	16,447	29,258	28,232	22,803
Volkswagen	125,100	216,709	260,704	201,670	267,730
Volvo	56,027	50,880	46,790	43,887	60,338
TOTAL	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000

Import registrations in U.S. since 1950



IMPORT SALES PER OUTLET, 1970-1979

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Honda	488	396	339	252	214	109	132	86	66	65
Toyota	485	423	479	347	295	251	307	282	309	222
Datsun	445	323	384	279	280	200	250	187	198	125
VW	274	213	252	187	232	283	401	372	430	500
Mazda	213	114	95	69	154	182	357	203	126	55
Subaru	175	145	118	76	72	41	71	28	19	14
Volvo	136	120	103	89	126	120	145	126	128	124
Mercedes	130	115	119	107	112	98	110	103	99	97
Audi	98	95	85	79	124	150	168	111	109	49
BMW	98	92	93	89	68	60	54	47	40	37
Fiat	90	89	93	85	140	105	87	80	68	65
MG	71	68	84	63	58	50	58	51	54	53
Saab	46	48	42	29	35	33	46	41	40	33
Renault	44	47	46	24	26	28	27	27	40	52
Porsche	43	54	65	47	54	71	87	81	93	110
Peugeot	42	32	35	32	42	29	17	16	20	19
Triumph	37	45	77	72	59	48	54	51	47	36
Colt	27	21	37	26	33	25	23	27	46	0
Arrow	22	15	28	—	0	0	0	0	0	0
Alfa Romeo	18	35	39	29	33	25	25	19	18	14

1973-79 figures are based on retail sales; figures for prior years are based on registrations.

IMPORTED CARS IN OPERATION

	1979	1978	1977	1976	1975	1974 and Earlier	TOTAL
Alfa Romeo	3,991	6,140	6,446	4,898	4,768	13,325	39,568
Arrow	48,606	27,870	45,520	28,320			150,316
Audi	42,521	40,308	34,808	31,327	44,479	117,923	311,366
Austin				1,003	11,069	33,035	45,107
BMW	33,036	31,109	27,949	24,707	17,599	61,619	196,019
Capri		4,027	21,662	27,418	48,601	257,188	358,896
Challenger	14,095	17,403	1,780				33,278
Colt	62,341	43,904	68,579	45,105	49,144	103,080	372,153
Cricket						26,310	26,310
Datsun	469,371	333,008	374,912	252,656	223,660	691,249	2,344,856
Fiat	50,521	59,053	60,706	57,073	83,080	239,926	558,359
Fiesta	77,718	74,969	39,126				191,813
Honda	351,454	270,220	214,878	140,865	88,769	82,841	1,149,027
Jaguar	3,734	4,725	4,258	6,973	6,198	38,845	64,733
Lancia	1,597	2,764	5,317				9,678
Mazda	155,784	23,885	48,609	32,130	54,643	169,004	484,055
Mer.-Benz	52,714	46,299	47,489	41,091	42,315	223,498	453,406
MG	25,843	26,151	33,350	26,348	23,689	157,008	292,389
Opel	13,732	18,897	27,862	9,776	35,747	368,436	474,450
Peugeot	11,748	8,965	9,744	8,975	10,840	36,987	87,259
Porsche	13,680	16,872	19,510	13,521	15,504	95,883	174,970
Renault	18,748	15,474	12,509	6,279	6,357	80,741	140,108
Rolls Royce	1,002	1,108	1,128	1,232	755	6,624	11,849
Saab	15,081	15,442	12,672	9,239	12,395	56,844	121,673
Sapporo	12,260	12,599	1,366				26,225
Subaru	127,219	101,720	77,787	45,534	34,921	62,380	449,561
Toyota	505,277	435,195	476,449	326,803	232,450	953,721	2,929,895
Triumph	12,654	16,172	28,015	25,986	19,132	107,309	209,268
Volkswgn	124,564	235,728	251,668	191,289	231,574	2,602,590	3,637,413
Volvo	56,376	50,220	45,461	41,136	53,376	277,424	523,993
Misc	3,140	2,884	3,962	5,626	3,389	162,416	181,417
TOTAL	2,316,807	1,943,111	2,003,522	1,405,310	1,354,454	7,026,206	16,049,410

*—Volkswagen totals do not include cars assembled in the U.S.

NEW IMPORTED-CAR SALES BY MODEL YEAR

	1979	1978
Alfa Romeo	4,011	6,237
Arrow	48,860	28,296
Audi	42,709	40,882
Fox	6,151	19,584
4000	8,282	—
5000	26,076	20,761
5000 diesel	2,200	—
100 LS	—	537
BMW	34,520	31,439
320i	23,604	22,164
528	6,878	6,618
633csi	838	992
733	3,197	1,632
Others	3	33
Capri	—	4,079
Challenger	14,166	17,649
Colt	62,705	44,570
Datsun	472,252	338,096
210	216,812	133,771
F-10	5,744	27,132
310	75,466	785
510	53,949	57,826
810	12,116	21,351
200-SX	30,214	28,037
ZX	71,983	64,459
Misc. Hawaii	5,968	4,735
Ferrari	679	617
Fiat	58,934	60,435
128	8,439	13,798
Strada	12,285	—
X/1-9	9,347	10,817
Spider 2000	14,572	15,417
Brava	14,291	20,403
Fiesta	78,109	76,145
Honda	353,291	274,876
Accord	157,919	120,841
Civic	155,541	154,035
Prelude	39,831	—
Jaguar	3,749	4,628
XJ-6	2,512	2,657
XJ-12	542	921
XJ-S	695	1,050

	1979	1978
Lancia	1,602	2,811
Beta Sedan	339	741
Beta Coupe	765	1,175
HPE	228	762
Zagato	263	—
Scorpion	7	133
Mazda	156,535	75,309
GLC	72,601	52,877
626	28,684	—
RX-7	54,853	19,359
Others	397	3,073
Mercedes-Benz	52,820	46,695
240-D	11,066	7,348
300-D	8,846	10,694
300-CD	2,203	2,261
300-TD	2,450	—
300-SD	11,067	4,299
230	138	593
280-E	1,577	1,907
280-CE	1,118	1,404
280-SE	1,080	3,335
450-SE	2	11
450-SEL	4,162	5,568
6.9	576	457
450-SL	6,610	6,920
450-SLC	1,922	1,897
Others	3	1
MG	26,025	26,656
MG-B	16,860	17,271
Midget	9,165	9,385
Opel	13,815	19,222
Peugeot	11,795	9,265
604	1,088	1,794
504	1,951	1,720
504 Diesel	8,649	5,547
Tourist	107	204
Porsche	13,818	17,018
924	7,710	10,433
924 Turbo	635	—
928	1,554	1,535
911	3,267	4,484
930 Turbo	652	566
Renault	18,862	15,387
Rolls-Royce	1,002	1,109

	1979	1978
Saab	15,142	15,662
99	2,818	3,816
900 GLi	2,440	4,227
900 EMS	2,098	2,878
900 GLE	3,295	2,405
900 Turbo	4,328	2,080
Tourist	163	254
Sapporo	12,322	12,777
Subaru	127,871	103,274
Toyota	507,816	441,800
Corolla	274,934	212,757
Celica	172,815	167,366
Corona	36,570	34,823
Cresseda	11,910	12,484
Land Cruiser	5,716	8,858
Misc. Hawaii	5,871	5,512
Triumph	12,730	16,447
TR-7	4,386	6,216
Spitfire	8,344	10,231
Volkswagen*	125,190	216,283
Beatle conv.	10,681	9,932
Rabbit conv.	42	—
Rabbit diesel*	47,996	44,594
Rabbit gasoline*	—	81,559
Type II bus	15,990	23,322
Dasher gasoline	14,055	28,531
Dasher diesel	10,412	208
Scirocco	26,014	28,137
Rabbit gasoline	139,242	23,017
Rabbit diesel	27,597	—
Volvo	56,602	50,880
242	14,641	12,895
244	15,689	13,612
245	12,702	11,859
262-C	1,361	867
264	9,479	8,621
265	2,155	2,323
Tourist	575	703
TOTAL IMPORTS	2,327,932	1,998,547

*—Does not include U.S.-built.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1980		Jan. 1, 1979	
Imported cars only				
Exclusives	2,872		2,786	
Duals	1,665		1,675	
		4,537		4,461
Import-domestic duals				
U. S. duals w/captive imports	9,881		10,625	
U. S. duals w/other imports	2,221		2,028	
		12,102		12,653
Total imported-car outlets		16,639		17,114

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo. Buick-Opel included in 1979 total only.

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IMPORT FRANCHISES

	Jan. 1, 1980	Jan. 1, 1979
JAPANESE	8,768	9,471
Colt/Challenger	2,230	2,295
Arrow/Sapporo	2,170	2,210
Datsun	1,069	1,061
Toyota	1,062	1,049
Mazda	759	706
Honda	740	708
Subaru	738	722
Opel	0	720
WEST GERMAN	8,025	7,925
Fiesta	5,481	5,400
Volkswagen	1,015	1,010
Audi	438	436
Mercedes-Benz	409	407
BMW	355	351
Porsche	327	321
ITALIAN	1,096	1,079
Fiat	640	665
Alfa Romeo	229	172
Lancia	170	197
Ferrari	37	34
Maserati	20	11
BRITISH	1,092	1,167
MG	358	376
Triumph	342	353
Jaguar	269	274
Rolls-Royce	64	65
TVR	21	16
Lotus	20	64
Aston Martin	18	19
FRANCE	1,024	588
Renault	729	317
Peugeot	295	271
SWEDISH	724	748
Volvo	408	417
Saab	316	331
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,754	21,003

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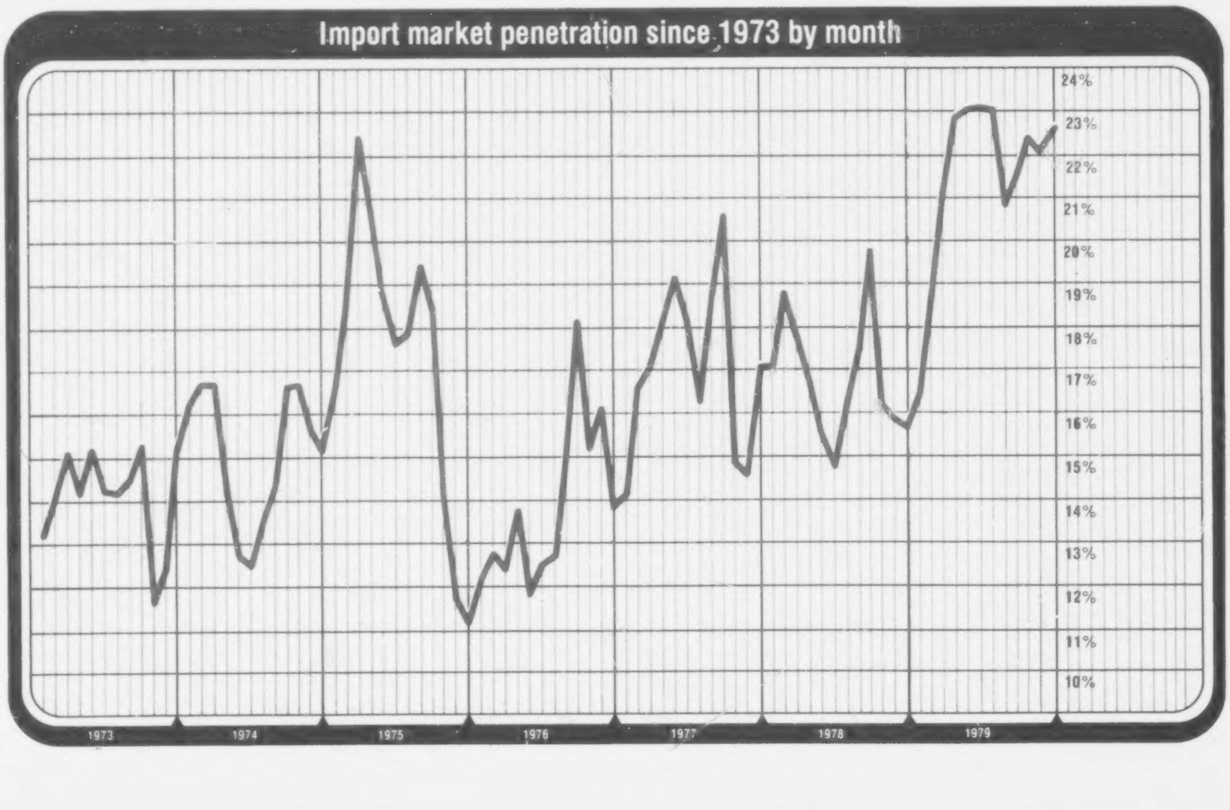

Import market penetration since 1973 by month

specifications, imported makes

Effective April 1, 1980

MAKE AND MODEL	DIMENSIONS									ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,455	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.2	8.4	7.2	4.6	None	165HR14	34.5
Sprint Veloce	94.5	171	65.4	52.4	2,630	35.9	39.3	53.5	53.4	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.9	8.4	7.2	4.1	None	18570HR14	32.8
Sport Sedan	98.8	177	64.6	56.3	2,700	37.4	40	53.5	53.4	4	2.0/119.7	F.I.	9	109.5	121.7	X	12.9	8.4	7.2	4.1	A.T.	165SR14	32.8
ARROW 1.6L Coupe	92.1	170	63.4	50.4	2,196	36.8	41.7	51.1	50	4	1.6/97.5	2V	8.5	78@5,200	87@3,000	X	13.2	6.8	4.1	3.9	O.D., A.T.	165SR13	32.8
2.6L Coupe	92.1	170	63.4	50.8	2,348	36.8	41.7	51.1	50	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	13.2	8.1	4.3	3.55	A.T.	165SR13	32.8
Pickup	109.4	184.6	65	58.5	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
Sport Pickup	109.4	184.6	65	57.7	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
ASTON MARTIN V-8 Coupe	102.8	183.8	72	52.3	3,850	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	22570VR15	38
Volante Convertible	102.8	183.8	72	54	3,950	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	A.T.	23570HR15	38
Vantage	102.8	183.8	72	52.3	3,800	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	X	25.2	19.2	12	3.54	None	25560VR15	
AUDI 4000	99.5	176.7	66.2	53.7	2,206	N.A.	N.A.	55.1	55.9	4	1.6/97	F.I.	8	78@5,500	84.1@3,200	X	15.8	6.9	3.2	4.11	None	175/70SR13	31.3
5000	105.7	189.4	69.4	54.8	2,701	N.A.	N.A.	57.9	56.9	5	2.1/130.8	F.I.	8	103@5,500	110.3@4,000	X	19.8	8.6	5.2	4.11	A.T.	18570HR14	33.8
BMW 320i Sedan	100.9	177.5	63.4	54.3	2,500	37.1	38.2	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	X	15.3	7.4	4.3	3.91	A.T.	18570x13	31.2
528i Sedan	103.8	190	67.2	55.9	3,210	37	38.9	56	57.9	6	2.8/170.1	F.I.	8.2	169@5,500	170@4,500	X	16.4	12.7	6.1	3.45	A.T.	19570HR14	34
633CSi Coupe	103.4	192.7	67.9	53.7	3,400	36.9	41.6	56	58.5	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	16.5	12.7	6.1	3.45	A.T.	19570VR14	33.2
733i Sedan	110	197.4	70.9	56.3	3,590	37.1	42.1	59.1	59.1	6	3.2/196	F.I.	8	174@5,200	188@4,200	X	22.5	12.7	6.1	3.45	A.T.	20570HR14	35.4
CHALLENGER 2.6L Coupe	99	183	65.9	51.8	2,679	36.4	40.6	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.9	9	5	3.30	A.T.	19570HR14	33.4
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50.6	1,795	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10	3.9	3.6	3.47	4x2	6.15x13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50.6	1,881	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50.6	1,795	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	70@5,200	78@3,000	X	10	3.9	3.6	3.47	4x2	6.15x13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50.6	1,881	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	X	10	3.9	4.1	3.47	4x2, A.T.	155SR13	32.8
Wagon	99	179.3	65.2	52.4	2,741	36.6	40.6	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	13.2	8.1	4.0	3.54	A.T.	165SR14	33.4
D-50 Pickup (Dodge)	109.4	184.6	65	58.5	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	X	15.1	9.5	4.3	3.9	A.T.	6.00x14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	57.7	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.1	9.7	4.3	3.9	A.T.	185SR14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	1.8/110	2V	8.6	77@4,300	109@2,400	X	15	7.6	4.7	3.31	O.D.	6.00 x 14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,590	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	X	17.5	8.8	5	3.64	O.D., A.T.	6.00 x 14	41.3
DATSUN 210 Sedan 1.2L	92.1	165	62.2	53.7	1,905	36.8	42.5	52.4	51.2	4	1.2/75.5	2V	8.5	58@5,600	67@3,600	X	13.2	6.3	3.9	3.7	O.D., A.T.	6.15x13	32.8
210 Hatchback 1.4L	92.1	165	62.2	52.6	2,015	36.3	43.6	52.4	51.2	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.9	3.7	O.D., A.T.	175SR13	32.8
210 Wagon (auto.) 1.5L	92.1	167.3	62.3	52.6	2,070	36	42.1	52.4	51.2	4	1.5/90.8	2V	8.5	67@5,600	80@3,299	X	13.2	6.3	3.9	3.7		6.15x13	32.8
310 Sedan	94.3	159	63.8	53.5	1,987	37.5	40.1	54.1	53	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.4	3.47	None	155SR13	31.5
310 Coupe	94.3	159	63.8	52	2,020	36.5	40.4	54.1	53	4	1.4/85.2	2V	8.5	65@5,600	75@3,600	X	13.2	6.3	3.4	3.47	None	16570SR13	31.5
510 Sedan	94.5	169.5	63	54.7	2,094	37.3	41.3	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
510 Hatchback	94.5	169.9	63	53.1	2,314	36.3	41.8	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
510 Wagon	94.5	172.6	63	55.3	2,557	37.8	40.7	52.6	52.4	4	2.0/119.1	2V	8.5	92@5,200	112@2,800	X	13	7.25	4.5	3.55	O.D., A.T.	165SR13	33.4
810 Sedan	104.3	183.9	64.8	54.9	2,764	36.7	42.1	53	53	6	2.4/146	F.I.	8.9	120@5,200	125@4,400	X	15.9	11	5.9	3.55	A.T.	18570HR14	38.8
810 Wagon	104.3	186	64.8	56.1	2,856	37.3	41.2	53	53.1	6	2.4/146	F.I.	8.9	120@5,200	125@4,400	X	14.5	11	5.9	3.55	A.T.	18570HR14	38.8
200-SX Hardtop	94.5	176.4	66.1	51.6	2,611	37.1	44	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	14	10	4.4	3.7	A.T.	18570SR14	34.2
200-SX Hatchback	94.5	176.4	66.1	51.6	2,637	36.5	43.8	53	53	4	2.0/119.1	F.I.	8.5	100@5,200	112@3,200	X	15.9	10	4.4	3.7	A.T.	18570SR14	34.2
280 ZX	91.3	174	66.5	51	2,786	36.5	43.3	54.5	54.3	6	2.8/168	F.I.	8.3	132@5,200	144@4,000	X	21.1	11.1	4.8	3.55	A.T.	19570HR14	32.2
280 ZX 2+2	91.3	181.9	66.5	51.4	2,844	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.3	132@5,200	144@4,000	X	21.1	11.1	4.8	3.55	A.T.	19570HR14	34.8
720 Pickup	101.4	169.3	63.4	61.2	2,425	38.6	39.2	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@3,200	X	13.2	9.4	4.5	3.89	O.D., A.T.	**7.00x14**	**34.1**
720 Pickup (Long w.b.)	110.8	187	63.4	61	2,515	38.6	39.2	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@5,200	X	16.9	9.4	4.5	4.11	O.D., A.T.	7.00x14	36.7
720 Pickup (King Cab)	110.8	187	63.4	61.2	2,540	38.5	43.3	52.2	50.8	4	2.0/119.1	2V	8.5	92@5,200	107@5,200	X	13.2	9.4	4.5	3.89	O.D., A.T.	185SR14	36.7
FERRARI Dino 308 GT4	100.4	176.7	67.3	47.6	3,200	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	19.8	19	9.3	3.71	None	20570VR14	39.3
308 GTB	92.1	172.4	67.7	44.1	3,225	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	18.5	19	9.3	3.71	None	20570VR14	39.3
308 GTS	92.1	172.4	67.7	44.1	3,290	N.A.	N.A.	57.8	57.8	V-8	3.0/179	4-2V	8.8	205@6,600	181@5,000	X	18.5	19	9.3	3.71	None	20570VR14	39.3
FIAT X1/9	86.7	156.2	61.8	46.5	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	2V	8.5	66@5,250	75.9@3,000	X	12.2	11.6	4.6	4.08	None	16570SR13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	2V	8.1	80@5,000	100@3,000	X	11.4	8	5.2	3.9	A.T.	165SR13	34
Strada	96.4	161	64.9	53	2,080	35.8	39.4	55.1	55.5	4	1.5/91.4	2V	8.5	80@5,000	75.9@2,500	X	12.1	8.5	4.6	3.59	A.T.	145SR13	33.8
Brava 4-dr. Sedan	98	172.4	65	54.4	2,550	35.4	39.4	54.2	51.9	4	2.0/121.7	2V	8.1	80@5,000	100@3,000	X	12.2	8.5	5.2	3.58	A.T.	165SR7013	33.8
FIESTA	90	147.1	61.7	52.5	1,783	37.6	40.1	52.5	52	4	1.6/97.5	2V	8.6	67@5,000	83@3,250	X	10	6.9	3.5	3.58	None	145SR12	30.1
HONDA Civic 1.3L	88.6	148	62.2	53	1,722	36.9	40.4	53.5	53.9	4	1.3/79.3	3V	7.9	55@5,000	64.5@3,500		10.8	5.4	4.2	4.93	O.D.	600S12	31.5
Civic 1.5L	88.6	148	62.2	53	1,780	36.9	40.4	53.5	53.9	4	1.5/90.8	3V	8.9	67@5,000	78.9@3,000	X	10.8	6.3	4.2	3.88	O.D., S.A.	600S12	31.5
Civic Wagon	91.3	160.8	62.2	54.2	1,951	37.3	47.5	53.5	54.2	4	1.5/90.8	3V	8.9	67@5,000	78.9@3,000	X	10.8	6.3	4.2	3.88	S.A.	6.15x13	32.1
Accord	93.7	163.2	63.8	52.6	2,129	37.3	40.9	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Accord 4-door	93.7	171.9	63.8	53.3	2,239	38	40	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Accord LX	93.7	163.2	63.8	52.6	2,229	37.3	40.9	55.5	55.1	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	165SR13	33.8
Prelude	91.3	161.4	64.4	51	2,130	36	42	55.1	55.5	4	1.8/107	3V	8	72@4,500	94@3,000		13.2	5.9	4.2	4.38	A.T.	17570SR13	33.5
JAGUAR XJ-S	102	192.3	70.6	47.8	3,911	36	43.5	58.6	58.7	V-12	5.3/326	F.I.	9.0	262@5,000	289@4,000	X	24	22.2	11	3.07	A.S.	20570VR15	36.4
XJ6	112.8	200.5	69.8	52.2	4,047	35.3	36	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	X	25.4	9	8.75	3.07	A.S.	ER70VR15	38
LANCIA Beta Sedan ('79)	100	178	67.2	55.2	2,790	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	34.8
Beta Coupe ('79)	92.5	162.4	64.6	50.6	2,585	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	33.5
Beta HPE ('79)	100	173.8	64.6	51.6	2,715	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	175/70SR14	34.8
Zagato ('79)	92.5	164.6	64.6	49.7	2,585	N.A.	N.A.	55.4	54.8	4	2.0/121.7	2V	8.1	87@5,400	105@2,900	X	12.5	8.8	4.7	4.21	A.T.	17570SR14	35.8
LOTUS Esprit S2	96	167.7	73.3	43.8	2,444	N.A.	N.A.	59.5	60.5	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.38	None	20570VR14	N.A.
Elite	97.8	179.7	71.5	47.3	N.A.	N.A.	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	18	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
Eclat	97.8	179.7	71.5	47.3	2,430	37	N.A.	58.5	59	4	2.0/120	2-IV	8.4	140@5,800	130@4,000	X	N.A.	N.A.	N.A.	4.1	A.T.	20560VR14	34.5
LUV Series 9	102.4	173.8	63	59.3	2,440	38	37.7	54	52.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	A.T.	E78 x 14	36.2
Series 9 (Long w.b.)	117.9	190.9	63	59.8	2,515	38	40.4	54	52.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	A.T.	E78 x 14	40.7
Series 9 4WD	102.4	173.8	63	60.8	2,585	38	40.4	54.4	57.7	4	1.8/110.8	2V	8.5	80@4,800	95@3,000		13.2	6.4	4	4.1	None	F70x14	36.7
MASERATI Khamsin	100.3	180	71	44	3,800	33	48	55.6	51.7	V-8	4.9/301	4-2V	8.5	315@5,000	308@3,500		22.7	14.8	12	4.85	A.T.	215/70VR15	34.3
Quattroporte	110.2	199.6	70.5	53.1	4,650	N.A.	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	X	28.4	17.5	11	3.54	A.S.	20570VR15	40
Merak SS	102.3	180	69.6	44.6	2,905	35	43	58	56.9	V-6	3.0/180.9	3-2V	8.5	180@3,000	N.A.		23	16.9	8	3.31	None	20570VR15	34.3

specifications, imported makes

MAKE AND MODEL	DIMENSIONS										ENGINE							CAPACITY			MISCELLANEOUS			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Type	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Catalytic converter: X	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Optional Transmission	Tire size	Turning circle (dia. in ft.)
MAZDA GLC Hatchback	91.1	156.5	63.2	53.9	1,965	39.2	40.6	51	51.6	4	1.4/86	2V	9	65@5,000	76@3,000	X	10.6	5.8	3.2	3.73	O.D., A.T.	6.15x13	28.8
GLC Wagon	91	165.6	63.2	56.1	2,115	39.2	40.6	51	51.6	4	1.4/86.4	2V	8.6	77@4,300	109@2,400	X	11.9	5.8	3.2	3.73	O.D., A.T.	6.15x13	28.8
RX-7	95.3	168.7	65	49.6	2,395	37.1	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000		14.5	9.5	5.5	3.9	O.D., A.T.	165HR13	31.5
626 Sedan	98.8	173.8	65.4	54.3	2,595	37.2	40.2	53.9	54.3	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	14.5	7.9	4.6	3.64	A.T.	165SR13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	X	14.8	7.6	4.1	3.3	O.D.	6.00x14	38
B2000 pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,655	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	75@4,500	105@2,500	X	17.4	7.6	4.1	3.3	O.D.	6.00x14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,120	38.3	41.9	58.6	56.9	4	2.4/146.7	F.I.	21	67@4,000	97@2,400		17.2	10.6	7.4	3.69	A.T.	175SR14	37
300 Diesel Sedan	110	190.9	70.3	56.6	3,430	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	7.4	3.46	A.S.	19570SR14	37
300CD Coupe	106.7	187.5	70.3	54.9	3,410	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21	83@4,200	120@2,400		21.1	11.6	7.4	3.46	A.S.	19570SR14	36.1
300 SD Diesel Sedan	112.8	205.5	73.6	56.1	3,785	38.4	41.7	59.9	59.3	5	3.0/183	F.I.	21.5	120@4,350	170@2,400		21.7	13.1	9	3.07	None	185HR14	38
300 TD Wagon	110	190.9	70.3	57.9	3,605	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21	83@4,200	120@2,400		18.5	11.6	7.4	3.46	None	19570SR14	37
280 E Sedan	110	190.9	70.3	56.6	3,465	38.3	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.9	3.58	A.S.	19570HR14	37
280 CE Coupe	106.7	187.5	70.3	54.9	3,445	37.8	41.9	58.6	56.9	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	21.1	10.6	6.9	3.58	A.S.	19570HR14	36.1
280 SE Sedan	112.8	205.5	73.6	56.1	3,795	38.4	41.7	59.9	59.3	6	2.7/167.6	F.I.	8	140@5,500	145@4,500	X	25.4	11.7	6.9	3.69	A.S.	185HR14	38
450-SEL Sedan	116.7	209.4	73.6	56.3	3,975	38.6	41.7	59.9	59.3	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	25.4	15.9	8.5	2.65	A.S.	20570HR14	39
450 SL Coupe	96.9	182.3	70.5	50.8	3,750	36.5	42.2	57.2	56.7	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	23.8	15.9	8.5	2.65	A.S.	20570HR14	34.4
450 SLC Coupe	111	196.4	70.5	52.4	3,750	38.3	42.2	57.2	56.7	V-8	4.5/275.8	F.I.	8	160@4,200	230@2,500	X	23.8	15.9	8.5	2.65	A.S.	20570HR14	38.3
MG MGB	91.1	158.3	59.9	51	2,335	37	46	49.5	49.8	4	1.8/110	1V	8	67.3@4,900	93.5@2,500	X	13	6.9	3.6	3.9	O.D.	165SR14	32
PEUGEOT 505 Sedan	107.9	186.6	68.3	57.1	3,020	N.A.	N.A.	57.5	56.4	L-4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	X	18.5	7.5	4.2	4.11	A.T.	175HR14	37.4
505 Sedan Diesel	107.9	186.6	68.3	57.1	3,170	N.A.	N.A.	57.5	56.4	L-4	2.3/140.6	F.I.	23	71@4,500	99@2,500		18.5	10.5	5.3	3.78	A.T.	175SR14	37.4
504 Diesel Sedan	108	182.4	66.7	56.4	3,075	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	22.4	71@4,500	99@2,500		18.5	10.5	5.3	3.7	A.T.	175HR14	35.8
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	22.4	71@4,500	99@2,500		15.8	10.5	5.3	4.11	A.T.	185SR14	37.4
604 SL Sedan	110.2	192.3	69.7	56.3	3,418	39.5	40.1	58.7	56.3	V-6	2.8/174	IV,2V	8.2	133@5,250	162.5@3,000	X	18	11	6.3	3.7	A.T.	19065HR390	37.6
PORSCHE 924	94.5	170.1	66.3	50	2,623	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	X	16.4	8.4	5.3	5	A.T.	18570HR14	30.8
924 Turbo	94.5	168.9	66.3	50.2	2,822	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	7.5	143@5,500	147@3,000	X	18.6	8.9	5.8	4.71	None	18570VR15	30.8
928	98.4	175.1	72.3	51.7	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,250	265@3,600	X	22.7	16.2	6.9	2.75	A.T.	21560VR15	31.5
911SC	89.4	168.9	65	52	2,425	N.A.	N.A.	53.6	52.8	H06	3.0/182.7	F.I.	8.5	172@5,500	189@4,200	X	21.1	Air	13.7	3.88	None	21560VR15	33.5
RENAULT Le Car	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	X	10	6.5	3.5	3.6	None	145 x 13	32
17 Gordini Coupe	96	172	64	52	2,502	36.4	41	52	52	4	1.6/100.5	F.I.	9.3	95@6,250	90@3,500	X	12.5	8	4.5	3.77	None	165 x 13	33.8
ROLLS ROYCE Silver Shadow II	119.5	207.5	71.8	59.8	4,700	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Silver Wraith II	123.5	211.5	71.8	59.8	4,850	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	39.6
Corniche Coupe	119	207.5	72.7	58.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Corniche Convertible	119.5	207.5	72.7	59.8	5,000	36	N.A.	57.5	57.5	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	26	17.3	8.8	3.08	A.S.	HR70HR15	38
Camargue	120.1	207.5	75.5	58.2	5,175	36	N.A.	60	59.6	V-8	6.8/412	2-IV	7.3	N.A.	N.A.	X	28	17.3	8.8	3.06	A.S.	HR70HR15	38.5
ROVER 3500	110.8	191	69.6	54.4	3,226	N.A.	N.A.	59.3	59.3	V-8	3.5/215	F.I.	8.1	133@5,000	165@3,250	X	17.4	11.7	5.7	3.08	A.T.	19570x14	34.3
SAAB 99 Sedan	97.4	176.3	66.5	56.7	2,500	38.4	39.1	55.1	56.3	4	2.0/121.1	F.I.	9.25	110@5,500	119@3,500	X	14.5	8.5	4	3.89	A.T.	165SR15	34.4
900	99.4	187.6	66.5	55.9	2,660	37.6	41.2	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	X	14.5	10.8	4	3.89	A.T.	165SR15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,760	37.6	41.2	56.3	56.7	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	14.5	8.5	4	3.89	None	19560HR15	34.8
900 Turbo 5-dr.	99.4	187.6	66.5	55.9	2,760	37.6	41.2	56.3	56.7	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	X	14.5	8.5	4	3.89	None	18065HR	34.8
SAPPORO 2.6L	99	183	66.9	51.8	2,786	36.8	41.7	53.9	53.3	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	X	15.3	8.1	4	3.54	A.T.	19570SR14	33.4
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,070	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	68@4,800	84@2,800	X	13.2	5.6	3.8	3.89	O.D.	155SR13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,125	38.2	39.3	52.4	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	A.T.	17570HR13	31.5
Hardtop GLF	96.9	168.1	63.6	53.2	2,115	37.7	39.3	52.4	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	A.T.	17570HR13	31.5
Hatchback DL	93.7	156.9	63.4	53.7	2,035	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	68@4,800	84@2,800	X	13.2	5.6	3.8	3.89	O.D., A.T.	155SR13	30.7
Hatchback DL 4WD	93.3	156.7	63.8	55.7	2,170	38.2	39.3	51.6	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	155SR13	30.7
Wagon GL	96.7	169.3	63.8	54.7	2,225	38.2	39.3	52.2	53	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	13.2	5.6	3.8	3.89	O.D., A.T.	17570HR13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,305	38.2	39.3	51.6	52.8	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	17570HR13	31.5
BRAT DL 4WD	96.5	164.8	61	56.7	2,200	37.6	38.7	49.8	49.4	H04	1.6/97.3	2V	8.5	67@5,200	81@2,400	X	11.9	5.6	3.8	3.89	None	17570HR13	31.5
TOYOTA Tercel Sedan	98.4	160	61	52.6	1,870	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	8.7	60@4,800	72@2,800	X	11.9	5.4	3.4	3.41	A.T.	155SR12	36.1
Tercel Liftback	98.4	160	61.2	52.8	1,915	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	8.7	60@4,800	72@2,800	X	11.9	5.4	3.4	3.73	A.T.	155SR12	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,140	37.7	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,225	37.3	40.2	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	12.4	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,185	36.6	41.8	51.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corolla Sport Coupe	94.5	168.3	64	50.8	2,185	36.8	41.8	52.2	52.6	4	1.8/108	2V	9	75@5,000	95@2,600	X	13.2	8.5	3.5	3.73	A.T.	165SR13	33.4
Corona Sedan	99.4	175	65.2	53.9	2,514	37.6	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	8.5	5.3	3.58	A.T.	175SR14	36
Corona Liftback	99.4	175	65.2	53	2,559	36.7	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	8.5	5.3	3.58	A.T.	175SR14	36
Corona Wagon	99.4	178.7	65.2	54.3	2,574	37.9	40.7	53.1	53.1	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	15.6	8.5	5.3	3.58	A.T.	175SR14	36
Celica ST Sport Coupe	98.4	175.5	64.4	51.2	2,480	37	41.2	53.1	53.7	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	7.4	5.3	3.58	O.D., A.T.	175SR14	32.8
Celica GT Liftback	98.4	175.5	64.6	50.8	2,530	37	41.2	53.1	53.7	4	2.2/133.6	2V	8.4	90@4,800	122@2,400	X	16.1	7.4	5.3	3.59	A.T.	18570SR14	32.8
Celica Supra	103.5	181.7	65	51.8	2,855	37.1	41.2	53.7	53.7	6	2.6/156.4	F.I.	8.5	110@4,800	136@2,400	X	16.1	11.6	5.7	3.91	A.T.	19570HR14	34.8
Cressida Sedan	104.1	185	66.1	54.3	2,838	37.8	40	54.7	53.7	6	2.6/165.4	F.I.	8.5	110@4,800	136@2,400	X	17.2	11.6	5.7	3.9	A.S.	18570SR14	34.2
Cressida Wagon	104.1	184.4	66.1	54.7	2,893	37.8	40	54.7	53.7	6	2.6/165.4	F.I.	8.5	110@4,800	136@2,400	X	16.2	11.6	5.7	3.9	A.S.	18570SR14	34.2
Pickup	101.8	169.5	63.4	58.9	2,405	38	40.4	53	53.1	4	2.2/133.6	2V	8.0	95@4,800	122@2,400	X	13.7	8.9	4.2	4.1	None	7.00x14	37.4
Long-bed Pickup	110.2	184.6	63.4	58.9	2,465	38	40.4	53	53.1	4	2.2/133.6	2V	8.4	95@4,800	122@2,400	X	16.1	8.9	4.2	4.1	A.T.	7.00x14	40
Pickup 4WD	102.2	170.1	66.5	65.9	2,815	38	40.4	55.9	55.1	4	2.2/133.6	2V	8.4	95@4,800	122@2,400	X	13.7	8.9	4.2	4.38	None	H78x15	38.7
Land Cruiser Hardtop	90	152.4	65.6	76	3,815	N.A.	N.A.	55.7	55.1	6	4.2/258	2V	7.8	125@3,600	200@1,800	X	22.2	19.9	8.5	3.7	None	H7815	34.7
TRIUMPH Spitfire	83	157.5	58.5	45.6	1,887	36	43	49	50	4	1.5/91	IV	7.5	52.5@5,000	69@2,500	X	8.7	5.6	4.8	3.89	O.D.	155SR13	24
TR-7	85	165.4	66.2	49.5	2,487	38.5	41.5	55.5	55.3	4	2.0/122	2V,1V	8	88.5@5,250	100@2,500	X	14.4	8.1	4.8	3.45	None	18570SR13	29
TR-8	85	165.4	66.2	49.5	2,662	38.5	41.5	55.5	55.3	V-8	3.5/215	2V	8.1	133@5,000	174@3,000	X	14.4	11.5	5.4	3.08	A.T.	18570x13	31.6
TVR 3000	90	155	64	44	2,335	38	N.A.	53.8	53.8	V-6	3.0/182.5	2V	8.9	142@5,000	172@3,000	X	12	13.2	6	3.07	None	19570x14	39.4
VOLKSWAGEN Rabbit Conv.	94.4	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	10.6	N.A.	3.2	4.17	None	17570SR13	31.2
Scirrocco	94.5	155.7	63.9	51.5	1,948	N.A.	40.2	54.7	53.5	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	10.6	5.1	3.2	3.9	O.D., A.T.	17570SR13	31.2
Dasher	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.6/97	F.I.	8.2	76@5,500	83@3,200	X	11.9	6.3	3.7	4.11	A.T.	155SR13	31.2
Dasher Diesel	97.2	173.1	63.6	53.5	2,162	37.6	41.5	52.7	53.1	4	1.5/89.7	F.I.	23.5	48@5,000	56.5@3,000		11.9	6.3	3.2	4.11	None	155SR13	31.2
Vanagon	96.8	179.9	72.6	77.2	3,175	N.A.	N.A.	61.8	61.8	H04	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	X	15.9	Air	3.2	4.57	A.T.	185SR14	34.5
VOLVO DL Sedan	104	192.5	67.3	56.5	2,891	37.4	40.7	55.9	53.1	4	2.1/130	F.I.	9.3	107@5,250	114@2,500	X	15.8	10.1	4.1	3.91	O.D., A.T.	175SR14	32.2
GLE Coupe	104	192.5	67.3	56.5	3,120	37.4	40.7	55.9	53.1	V-6	2.8/174	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	7.9	3.73	A.T.	18570SR14	32.2
Coupe	104	192.5	67.3	53.9	3,111	36.2	40.2	55.9	53.1	V-6	2.8/174	F.I.	8.8	130@5,500	153@2,750	X	15.8	11.5	7.9	3.73	A.T.	18570SR14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
A.S.—Automatic transmission std.
A.T.—Automatic transmission.
N.A.—Information not available.
F.I.—Fuel injection.
O.D.—Overdrive
S.A.—Semi automatic.
H.O.—Horizontally opposed.

Dealers facing financial squeeze

By Francis J. Gawronski
Service Editor

With dwindling new car sales, spiraling operating costs and the high cost of borrowing money, dealers may be hard put to make financially in 1980.

Other segments of the new - car dealership are expected to take on new importance as a producer of revenue as dealers around the country endeavor to make it over the current economic hump.

Realizing the seriousness of the economy, dealers should build greater volume in their service and maintenance service departments by not only seeking ways to maintain and increase the patronage of new and used-car buyers but also to attract new service customers.

Leasing has gained in popularity and has almost doubled in the past decade. Described as the wave of the future, industry executives forecast that leased or rented cars will account from between 15 to 40 percent of car sales by the late 1980s. In 1979, it is estimated that 11 percent of the new cars sold went into lease-rental field. Individual leasing is regarded as the part of the leasing industry that will have the biggest growth in the 1980s.

With the total aftermarket, which amounted to $130 billion in 1978—projected to grow 1.5 percent through 1985, dealers also should give serious thought to entering this phase of the automotive industry.

According to the AUTOMOTIVE NEWS Retail Outlets table, there were 23,379 franchised dealerships in the U. S. on Jan. 1, 1980, down 2.79 percent from the 24,051 outlets on the same date last year when the drop in dealers was 0.40 percent.

U. S. CAR OUTLETS

	Jan. 1, 1980	Jan. 1, 1979
American Motors	1,701	1,661
Chrysler Corp.	4,419	4,786
Ford Motor Co.	6,514	6,639
General Motors	11,425	11,565
TOTALS	24,059	24,651
Minus Intercorporate Duals	680	600
NET OUTLETS	23,379	24,051

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NADA SERVICE AND PARTS INDEX

1973=100

Service Sales			
Customer Mechanical	147.9	162.2	172.6
Customer Body	141.8	150.0	159.5
Warranty	129.8	144.3	159.6
Total Service Labor	149.1	161.5	173.9
Parts Sales			
Customer Mechanical	139.2	148.2	162.3
Customer Body	148.1	164.1	181.7
Wholesale	156.5	172.0	186.4
Counter	170.7	181.1	193.8
Warranty	148.1	166.5	186.5
Total Parts	152.1	166.7	182.2
Total Service and Parts	150.7	164.3	178.4

SOURCE: NADA Research and Dealership Operations Div.

RETAIL OUTLETS

U. S. CARS, 1947-1980

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79

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FRANCHISED NEW CAR AND TRUCK DEALER PARTS AND SERVICE

(MILLIONS OF DOLLARS)

	1977	1978	1979	% Change 1978 to 1979
Service Labor Sales				
Customer Mechanical	3,367	3,692	3,927	+ 6.4
Customer Body	1,875	1,984	2,108	+ 6.3
Warranty	929	1,033	1,143	+10.6
Sublet	682	757	835	+10.3
Internal	1,125	1,200	1,303	+ 8.6
Other Sales	546	563	626	+11.2
Total Service Labor	8,524	9,229	9,942	+ 7.7
Parts Sales				
Customer Mechanical	3,219	3,427	3,751	+ 9.5
Customer Body	953	1,056	1,169	+10.7
Wholesale	2,994	3,291	3,567	+ 8.4
Counter	953	1,011	1,082	+ 7.0
Warranty	830	933	1,045	+12.0
Internal	903	1,034	1,107	+ 7.1
Other Sales	400	483	554	+14.7
Total Parts	10,252	11,235	12,275	+ 9.3
Total Service and Parts	18,876	20,464	22,217	+ 8.6

SOURCE: NADA Research and Dealership Operations Division

COMPARATIVE STATEMENT OF AVERAGE PER-UNIT PER-MONTH COSTS

(Non-Finance Lease)

YEARS 1979 VS. 1978

	1979	1978	Increase (decrease) Amount	Increase (decrease) Percentage	Percentage of Total
Operating costs:					
Depreciation	$134.66	$123.83	$10.83	8.7	55.1%
Repairs and maintenance	30.15	28.38	1.77	6.2	9.0
Insurance	13.69	13.59	.10	.7	.5
License tags and taxes	7.40	9.53	(2.13)	(22.4)	(10.8)
Interest expense	34.51	27.27	7.24	26.5	36.8
Delivery	2.90	2.90	—0—	—0—	—0—
Total operating costs	223.31	205.50	17.81	8.7	90.6
General and administrative	24.67	22.81	1.86	8.2	9.4
Total costs	$247.98	$228.31	$19.67	8.6	100.0%
Average months in operation	26.6	26.3			

SOURCE. American Automotive Leasing Assn.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS

1980 VS. 1979

(Estimated by Automotive News)

	Jan. 1, 1980				Jan. 1, 1979			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS	1,701	0	1,701	1,701	1,661	0	1,661	1,661
CHRYSLER CORP.	1,346	7,162	8,508	4,419	1,441	7,733	9,174	4,786
Chrysler	0	3,071	3,071		0	3,343	3,343	
Dodge	1,314	1,330	2,644		1,405	1,411	2,816	
Plymouth	32	2,761	2,793		36	2,979	3,015	
FORD MOTOR CO.	3,604	6,430	10,034	6,514	3,691	6,499	10,190	6,639
Ford	3,578	1,909	5,487		3,654	1,910	5,564	
Lincoln	0	1,612	1,612		0	1,642	1,642	
Mercury	26	2,909	2,935		37	2,947	2,984	
GENERAL MOTORS	6,470	10,620	17,090	11,425	6,565	10,645	17,210	11,565
Buick	865	2,185	3,050		880	2,170	3,050	
Cadillac	285	1,345	1,630		275	1,360	1,635	
Chevrolet	3,785	2,090	5,875		3,845	2,105	5,950	
Oldsmobile	740	2,575	3,315		750	2,580	3,330	
Pontiac	795	2,425	3,220		815	2,430	3,245	
TOTALS	13,121	24,212	37,333	24,059	13,358	24,877	38,235	24,651
Minus Intercorporate Duals				680				600
NET DEALERS				23,379				24,051

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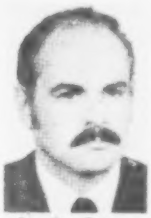
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James F. Friedlund

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Chevrolet-Subaru,
BMW and Mercedes-Benz
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1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.

1974—Hugh R. Gibson
Ford
Cleveland, O.

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.

1971—Warren J. McEleney
Chevrolet-Oldsmobile-
Cadillac
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Oldsmobile
Houston, Tex.

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T. A. Williams Sr.
Chevrolet
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GMC-Rambler-Jeep
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DeSoto-Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.

1951—R. D. McKay
Chrysler-Plymouth
Wichita

1950—Fred L. Haller
Hudson, Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M. O. Anderson
Buick, Seattle

1945-46—W. L. Mallon
Pontiac
Newark, N. J.

1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.

1942-43—D. E. Castles
Buick, St. Louis

1942—Harry Sommers
Chrysler-Plymouth, Atlanta

1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.

1939-40—Stanley H. Horner
Buick, Washington

1938—J. W. Roby
Shreveport, La.

1936-37—E. M. Lied
Omaha

1933-35—F. W. A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F. J. Edwards
Milwaukee

1930—J. R. Histed
Beverly Hills, Calif.

1929—W. E. Griffith
San Francisco

1928—C. C. Coddington
Charlotte, N. C.

1927—W. L. Hughson
San Francisco

1926—C. B. Warren
New York

1925—Charles E. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G. G. G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W. J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H. B. Harper
Rosemont, Pa.

1918-19—F. W. A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

TOTAL SERVICE AND PARTS MARKET

(IN BILLIONS OF DOLLARS)

	Total	Franchised New Car & Truck Dealers	Automotive Repair Shops	Gasoline Service Stations	TBA Dealers	General Merchandise Stores	All Others
1975	43.7	14.4	10.6	6.2	7.3	4.3	0.9
1976	49.0	16.5	12.1	6.5	8.0	4.8	1.1
1977	54.9	18.8	13.4	6.9	9.2	5.5	1.1
1978	60.9	20.5	15.2	7.2	10.6	6.3	1.1
1979	67.9	22.2	17.7	7.6	12.2	7.0	1.2

SOURCE: NADA Economic Analysis Department

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days'
1975		
January 1	1,654,500	96
February 1	1,639,423	92
March 1	1,474,162	66
April 1	1,472,700	73
May 1	1,566,702	79
June 1	1,585,464	68
July 1	1,604,841	65
August 1	1,455,675	59
September 1	1,435,332	70
October 1	1,497,624	63
November 1	1,492,391	52
December 1	1,423,568	52
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61

1980 NEW CAR ACQUISITIONS BY FLEETS

(PERCENTAGE OF ORDERS)

Size & Line	Total	Mfg. Consumer	Mfg. Industrial	Group Insurance	Chemical & Petroleum	Drug & Cosmetic	Food & Beverage	Other	Canada
Sub-Compact	1	3	—	*	—	—	—	1	—
Top	—	—	—	—	—	—	—	—	—
Middle	1	*	—	*	—	—	—	1	—
Bottom	—	3	—	—	—	—	—	—	—
Compact	52	56	68	57	22	54	37	36	13
Top	14	11	25	6	1	35	9	17	8
Middle	31	45	43	29	18	16	10	18	5
Bottom	7	—	—	22	3	3	18	1	*
Mid-Size	39	39	25	39	71	23	46	56	74
Top	17	12	19	4	19	19	42	6	7
Middle	19	39	6	34	39	*	4	20	51
Bottom	2	—	—	1	13	4	—	30	16
Large	7	2	8	4	7	22	18	7	14
Top	5	1	7	1	4	4	18	1	4
Middle	2	1	1	3	1	17	—	6	10
Bottom	*	—	—	—	2	1	—	—	—

NOTE: *Mentioned, but less than one-half of one percent. Source: National Assn. of Fleet Administrators

NEW CAR ORDERS BY U. S. FLEETS

(Percentage of cars being ordered)

Car Size	Top	Line Middle	Bottom	Total
Sub-Compact	—	*	1	1
Compact	14	31	7	52
Mid-Size	17	19	3	39
Large	5	2	*	7
Canadian Fleets				
Sub-Compact	—	—	—	—
Compact	8	5	*	13
Mid-Size	7	51	16	74
Large	4	10	—	14

*—Mentioned, but less than ½ of one percent.

NAFA Car Categories

Sub-Compact: Wheelbase of less than 100 inches and a curb weight of under 2,500 pounds.

Compact or Small: Wheelbase between 100 and 106 inches and a curb weight of between 2,500 and 3,000 pounds.

Mid-Size: Wheelbase of between 106 and 114 inches with a curb weight of between 3,001 and 3,500 pounds.

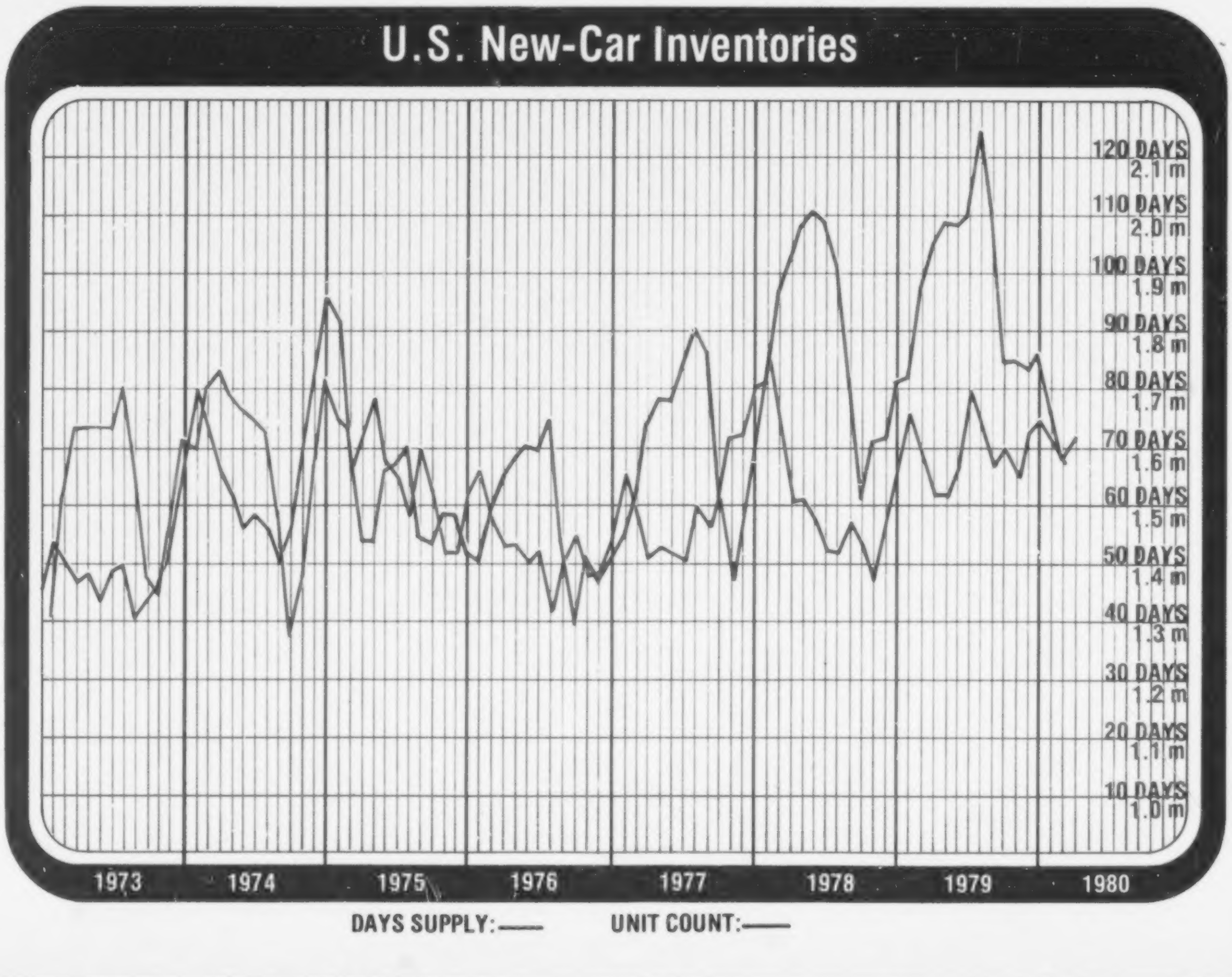
Large: Wheelbase of more than 114 inches and a curb weight of more than 3,501 pounds.

An analysis of manufacturers' specifications reveals that almost all cars fall completely into one of these categories. However, if both wheelbase and weight do not fit a category, the determining factor is the car's weight.

Source: National Assn. of Fleet Administration

NAFA FLEETS BY SIZE CLASS

Car Size	1978	1979	1980 New Car Orders
Subcompact	NA	1	2
Compact	7	26	52
Mid-Size	65	56	38
Large	28	17	8
Comparison of New Car Orders			
Subcompact	NA	NA	2
Compact	4	6	52
Mid-Size	81	71	38
Large	15	23	8



DAYS SUPPLY:—— UNIT COUNT:——

Price boosts every quarter now the rule

By John K. Teahen Jr.
Managing Editor

The quarterly price increase has become a way of life in the domestic auto industry. It's as inevitable as winter snow, spring rain, summer heat and autumn football.

It's perhaps a bit more palatable than the snow or the rain, but it's definitely not an event that customers or retailers look forward to with any glee.

But costs are rising at the manufacturer level— the nation's inflation rate is considerably higher than the rate of auto price hikes—and the car makers insist they must have more money for their products.

Thus the quarterly price boost. It generally occurs around Jan. 1, April 1, July 1, and Oct. 1. Sometimes a manufacturer will toss in an extra hike, as Chrysler did in March on Omni and Horizon.

Looking at the 1980 models, AUTOMOTIVE NEWS estimates that they are up an average of $650 to $700 over the prices in effect at the end of the 1979 model year.

For General Motors, the estimate is $663, which consists of $339 at introduction time last fall, $138 in January and $186 in April.

Ford Motor Co.'s figure is harder to come by since the com-

Continued on Page 63, Col. 2

COMPARING PRICES—1980 vs. 1979

Comparison of selected 1980 and 1979 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1980 prices are those in effect April 10, 1980. The 1979 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models.

SUBCOMPACTS

	April 10, 1980	Final '79 Model Price
Pinto Pony 2-dr.	$4,056	$3,434
Chevette Scooter 2-dr.	4,057	3,437
Monza 2-dr.	4,433	3,850
Spirit 2-dr.*	4,505	3,853
Pinto 2-dr.	4,542	3,939
Chevette 2-dr.*	4,601	3,948
Sunbird 2-dr.	4,623	4,016
Bobcat 3-dr.	4,701	4,104
Chevette 4-dr.*	4,736	4,072
Pinto 2-dr. Wagon	4,941	4,338
Bobcat 2-dr. Wagon	5,007	4,410
Rabbit 2-dr.	5,215	4,799
Horizon 4-dr.	5,526	4,469
Omni 4-dr.	5,526	4,469
AMX 2-dr.	5,653	6,090
Horizon 2-dr.	5,681	4,864
Omni 2-dr.	5,681	4,864
Rabbit Custom 2-dr.	5,695	5,199
Rabbit Custom 4-dr.	5,890	5,359

*—Prices $121 lower in Western states.

COMPACTS
(2-dr. Sedan)

	April 10, 1980	Final '79 Model Price
Citation 4	$4,800	$4,123*
Fairmont 4	4,823	4,102
Zephyr	4,970	4,253
Volare 6	5,033	4,387
Aspen 6	5,045	4,399
Concord 4	5,094	4,389
Mustang 4	5,262	4,494
Phoenix 4	5,465	4,707*
Omega 4	5,501	4,734*
Skylark 4	5,563	4,769*
Capri (3-dr.)	5,596	4,872
Camaro 6	5,843	5,163
Firebird 6	5,948	5,260
Eagle 6	7,168**	——

*—1980 model price at end of '79 model year 1980 model introduced in April, 1979.
**—New model for 1980.

COMPACT WAGONS

	April 10, 1980	Final '79 Model Price
Fairmont 4	$5,144	$4,497
Zephyr 4	5,294	4,647
Concord 4	5,419	4,689
Volare 6	5,422	4,826
Aspen 6	5,434	4,838
Eagle	7,718*	——

*—New model for 1980.

INTERMEDIATES
(2-dr. models)

	April 10, 1980	Final '79 Model Price
Granada 6	$5,463	$4,676
Melibu V-6	5,502	4,812
Monarch 6	5,550	4,735
LeMans V-6	5,652	5,031
Century V-6	5,758	5,321
Cutlass V-6	5,764	5,054
Diplomat 6	6,048	5,234
LeBaron 6	6,362	5,381
Monte Carlo V-6	6,524	5,333
Grand Prix V-6	6,621	5,454
Cutlass Supreme V-6	6,655	5,420
Regal V-6	6,705	5,477
Thunderbird V-8	6,717	6,328
Mirada 6	6,850*	——
Cougar XR-7 V-8	6,946	6,430
Cordoba 6	6,978	6,337

*—New model for 1980.

INTERMEDIATE WAGONS
(4-dr. models)

	April 10, 1980	Final '79 Model Price
Malibu V-6	$5,778	$5,078
LeMans V-6	6,257	5,587
Diplomat 6	6,341*	——
Century V-6	6,359	5,608
Cutlass V-6	6,572	5,339
LeBaron 6	6,723*	——
Diplomat Salon 6	7,041	6,027
LeBaron Town & Country 6	7,324	6,331

*—New model for 1980.

STANDARD SIZE
(4-dr. models)

	April 10, 1980	Final '79 Model Price
Chevrolet Impala V-6	$6,650	$5,928
Plymouth Gran Fury 6	6,741*	——
Pontiac Catalina V-6	6,761	6,076
Oldsmobile 88 V-6	6,905	6,212
Ford LTD V-8	7,015	6,284
Mercury Marquis V-8	7,083	6,387
Dodge St. Regis 6	7,129	6,532
Buick LeSabre V-6	7,131	6,110
Chrysler Newport 6	7,247	6,405

*—New model for 1980.

STANDARD-SIZE WAGONS
(4-dr., V-8)

	April 10, 1980	Final '79 Model Price
Chevrolet Impala	$7,041	$6,497
Ford LTD	7,360	6,550
Pontiac Catalina	7,362	6,681
Mercury Marquis	7,481	6,701
Olds Custom Cruiser	7,820	7,201
Buick Estate Wagon	8,054	7,169

LUXURY CARS
(V-8 models)

	April 10, 1980	Final '79 Model Price
Toronado 2-dr.	$11,934	$11,109
Riviera 2-dr.	11,935	11,084
Cadillac deVille 4-dr.	13,282	12,164
Lincoln Cont. 4-dr.	13,409	12,093
Corvette 2-dr.	13,965	12,313
Versailles 4-dr.	15,450	13,763
Mark VI 2-dr.	16,067	13,771
Eldorado 2-dr.	16,141	15,093
Mark VI 4-dr.	16,467*	——
Seville 4-dr.	20,477	16,249

*—New model for 1980.

retail prices, U.S. models

This table presents 1980 domestic prices in effect April 10, 1980, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include transportation costs, state and local taxes, optional equipment or any other charges that may be passed along to the retail buyer.

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	4-Door	2-Door	2-Door Hatchback	2-Door Wagon	4-Door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Spirit 4		$ 4,505	$ 4,605			$333	$164	$76	$89	$529
Spirit DL 4		4,904	5,004			333	164	76	Std.	529
Spirit Limited 4		5,351	5,451			333	164	76	Std.	529
AMX 6			5,653			333	164	76	Std.	529
Concord 4	$ 5,219	5,094			$ 5,419	333	164	76	89	560
Concord DL 4	5,618	5,493			5,818	333	164	76	89	560
Concord Limited 4	6,065	5,940			6,265	333	164	76	89	560
Eagle 6	7,418	7,168			7,718	333	Std.	Std.	89	560
Eagle Limited 6	7,815	7,565			8,115	333	Std.	Std.	89	560
BUICK—Skylark 4	5,709	5,563				337	164	76	Std.	564
Skylark Limited 4	6,142	5,995				337	164	76	Std.	564
Skylark Sport 4	6,343	6,197				337	164	76	Std.	564
Century V-6	6,073	5,758				358	174	Std.	97	601
Century Wagon V-6					6,359	Std.	174	Std.	97	601
Century Sport V-6		6,275				358	174	Std.	97	601
Century Limited V-6	6,576					358	174	Std.	97	601
Century Estate V-6					6,668	Std.	174	Std.	97	601
Regal V-6		6,705				Std.	Std.	Std.	97	601
Regal Limited V-6		7,124				Std.	Std.	Std.	97	601
Regal Sport Coupe V-6		7,402				Std.	Std.	Std.	97	601
LeSabre V-6	7,131	7,036				Std.	Std.	Std.	99	647
LeSabre Sport V-6		8,194				Std.	Std.	Std.	99	647
LeSabre Limited V-6	7,435	7,293				Std.	Std.	Std.	99	647
LeSabre Estate V-8					8,054	Std.	Std.	Std.	99	647
Electra Limited V-6	9,786	9,645				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	10,906	10,767				Std.	Std.	Std.	Std.	Std.
Electra Estate V-8					11,061	Std.	Std.	Std.	Std.	Std.
Riviera V-8		11,935				Std.	Std.	Std.	Std.	Std.
Riviera S V-6		12,446				Std.	Std.	Std.	Std.	Std.
CADILLAC—deVille V-8	13,282	12,899				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	15,564					Std.	Std.	Std.	Std.	Std.
Eldorado V-8		16,141				Std.	Std.	Std.	Std.	Std.
Seville V-8	20,477					Std.	Std.	Std.	Std.	Std.
Limousine V-8	23,509					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8	24,343					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4			4,057			320	N.A.	76	79	531
Chevette 4	4,736		4,601			320	N.A.	76	Std.	531
Monza 4		4,433	4,746			320	158	76	Std.	531
Monza Sport 4			5,186			320	158	76	Std.	531
Citation 4	5,552	4,800	5,422			337	164	76	Std.	564
Citation Club Coupe 4		5,214				337	164	76	Std.	564
Camaro V-6		5,843				358	Std.	81	97	566
Camaro Rallye Sport V-6		6,086				358	Std.	81	97	566
Camaro Berlinetta V-6		6,606				358	Std.	81	97	566
Camaro Z-28 V-8		7,363				63	Std.	Std.	97	566
Malibu V-6	5,617	5,502			5,778	358	174	Std.	97	601
Malibu Classic V-6	5,951	5,816			6,035	358	174	Std.	97	601
Malibu Classic Landau V-6		6,069				358	174	Std.	97	601
Monte Carlo V-6		6,524				Std.	Std.	Std.	97	601
Monte Carlo Landau V-6		6,772				Std.	Std.	Std.	97	601
Impala V-6	6,650	6,535				Std.	Std.	Std.	99	647
Impala V-8 (2-Seat)					7,041	Std.	Std.	Std.	99	647
Impala V-8 (3-Seat)					7,186	Std.	Std.	Std.	99	647
Caprice Classic V-6	7,081	6,946				Std.	Std.	Std.	99	647
Caprice Classic Landau V-6		7,400				Std.	Std.	Std.	99	647
Caprice Classic V-8 (2-Seat)					7,369	Std.	Std.	Std.	99	647
Caprice Classic V-8 (3-Seat)					7,536	Std.	Std.	Std.	99	647
Corvette V-8		13,965				Std.	Std.	Std.	Std	Std.
CHRYSLER—LeBaron Special 6	5,995					Std.	Std.	Std.	99	623
LeBaron 6	6,518	6,362			6,723	Std.	Std.	Std.	99	623
LeBaron Salon 6	6,764	6,643				Std.	Std.	Std.	99	623
LeBaron Town & Country 6					7,324	Std.	Std.	Std.	99	623
LeBaron Medallion 6	7,329	7,185				Std.	Std.	Std.	99	623
Cordoba 'LS' 6		6,745				Std.	Std.	Std.	Std.	623
Cordoba 6		6,978				Std.	Std.	Std.	Std.	623
Cordoba Crown 6		7,428				Std.	Std.	Std.	Std.	623
Newport 6	7,247					Std.	Std.	Std.	106	670
New Yorker V-8	10,872					Std.	Std.	Std.	Std.	Std.
DODGE—Omni 4	5,526		5,681			340	161	77	Std.	541
Aspen Value 6	5,151	5,151				Std.	Std.	77	90	556
Aspen 6	5,162	5,045				340	166	77	Std.	556
Aspen Wagon 6					5,434	340	166	Std.	Std.	556
Diplomat Sport Coupe 6		5,995				Std.	Std.	Std.	99	623
Diplomat 6	6,202	6,048			6,346	Std.	Std.	Std.	99	623
Diplomat Salon 6	6,501	6,372			7,041	Std.	Std.	Std.	99	623
Diplomat Medallion 6	7,078	6,931				Std.	Std.	Std.	99	623
Mirada 'S' 6		6,645				Std.	Std.	Std.	Std.	623
Mirada 6		6,850				Std.	Std.	Std.	Std.	623
St. Regis 6	7,129					Std.	Std.	Std.	106	670
FORD—Pinto Pony 4		4,056		$ 4,566		340	160	78	80	538
Pinto 4		4,542	4,654	4,941		340	160	78	Std.	538
Pinto Squire 4				5,256		340	160	78	Std.	538
Mustang 4		5,262	5,539			340	160	78	Std.	538
Mustang Ghia 4		5,747	5,858			340	160	78	Std.	538
Fairmont 4	4,941	4,823			5,144	340	165	78	Std.	571

Continued from Page 62

pany did not issue an amount for the "average-equipped car" last fall. It is estimated at $350 plus $149 in January and $170 in April for a total of $669. In addition, Ford made radios standard on several of its car lines in April, further increasing base sticker prices.

Chrysler Corp.'s total on the 1980 models is $707—$359 last October, $150 in January and $158 in April. There was also a boost on Omni and Horizon in March which averaged $40 when applied to the company's full range of domestic cars.

American Motors' increase on 1980 cars is estimated at better than $600. An exact figure is not available because of the company's practice of sometimes lumping car and Jeep increases together with nc breakout.

Each of the four companies has said its increases conform with President Carter's anti-inflation guidelines.

AVERAGE NEW-CAR SELLING PRICE

Year	Ave. Retail Sales Price
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,940

SOURCE: NADA

COST OF OPERATING CARS IN U. S. AREAS

Basing Point	Fixed Per Day	Running Per Mile
Portland, Ore.	$5.43	7.10c
San Francisco, Calif.	6.01	7.90
Spokane, Wash.	5.31	7.25
Sacramento, Calif.	5.31	8.00
Boise, Idaho	5.00	7.05
Butte, Mont.	5.18	7.15
Denver, Colo.	5.03	7.30
El Paso, Tex.	5.01	6.65
Omaha, Neb.	5.03	7.10
Dodge City, Kans.	4.95	6.35
Corpus Christi, Tex.	4.79	6.20
Duluth, Minn.	4.91	7.10
Des Moines, Ia.	4.92	6.55
Kansas City, Mo.	5.39	6.55
Joplin, Mo.	5.09	6.35
St. Louis, Mo.	5.69	6.65
Tulsa, Okla.	4.91	6.30
Ft. Smith, Ark.	4.97	7.00
Houston, Tex.	5.38	6.25
Jackson, Miss.	4.87	7.30
New Orleans, La.	5.51	7.10
Chicago, Ill.	5.47	6.75
Milwaukee, Wis.	5.10	6.50
Louisville, Ky.	5.06	6.90
Nashville, Tenn.	4.59	7.30
Birmingham, Ala.	4.83	7.05
Traverse City, Mich.	4.44	7.20
Youngstown, Oh.	5.40	6.25
Syracuse, N. Y.	5.16	7.25
Elmira, N. Y.	5.02	6.60
Pittsburgh, Pa.	5.15	7.05
Williamson, W. Va.	4.81	7.05
Chattanooga, Tenn.	4.87	7.05
Saratoga Springs, N. Y.	5.24	7.25
New York, N. Y.	6.13	7.45
Chelsea, Mass.	5.98	6.25
Bayonne, N. J.	5.18	6.35
Norfolk, Va.	4.94	6.40
Charleston, S. C.	5.22	7.10
Miami, Fla.	5.87	6.40

FOOTNOTES:

1. Costs based on the 1980 Ford, Chevrolet, Plymouth compact-6 cylinder-4 door sedan equipped with standard accessories, radio, automatic transmission, power steering, and power disc brakes.

2. Per Day costs include depreciation (predicated on a 4 year trade-in cycle), state license fees and taxes, state sales and use taxes, financing costs and insurance premiums on $100 deductible fire and theft, $250 deductible collision, $100/300M bodily injury and $25M property damage — all based on a pleasure use category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator.

3. Per Mile costs include gasoline (based on no-lead regular), oil, normal preventive and repair maintenance, washing, greasing and tires.

4. Add a further depreciation allowance of four and one tenth cents (4.1c) per mile on mileage over 1,250 monthly.

Source: RUNZHEIMER AND COMPANY, INC.
Runzheimer Park
Rochester, WI 53167
Management Consultants
Business Travel and Living Expenses

By calendar year

COMPANY OUTPUT BY SIZE CATEGORY

	Total Output 1979	Pct. of Company Total	Total Output 1978	Pct. of Company Total	Pct. Pt. Change '79 vs. '78
AMERICAN MOTORS	184,636		164,351		
Subcompact	64,363	34.86	36,441	22.17	+12.69
Compact	120,273	65.14	123,107	74.91	− 9.77
Intermediate			4,803	2.92	− 2.92
CHRYSLER CORP.	934,633		1,126,168		
Subcompact	318,073	34.03	288,236	25.60	+ 8.43
Compact	344,052	36.81	428,305	38.03	− 1.22
Intermediate	163,501	17.49	308,578	27.40	− 9.91
Standard	109,007	11.67	101,049	8.97	+ 2.70
FORD	2,037,185		2,557,197		
Subcompact	215,993	10.60	343,179	13.42	− 2.84
Compact	978,609	48.04	913,808	35.73	+14.23
Intermediate	422,516	20.74	679,589	26.58	− 8.17
Standard	268,107	13.16	431,098	16.86	− 2.43
Luxury	151,960	7.46	189,523	7.41	− 0.79
GENERAL MOTORS	5,083,957		5,261,164		
Subcompact	739,721	14.55	611,116	11.62	+ 2.93
Compact	1,059,164	20.83	1,003,219	19.07	+ 1.76
Intermediate	1,569,722	30.88	1,821,642	34.62	− 3.70
Standard	1,209,407	23.79	1,372,139	26.08	− 2.33
Luxury	505,943	9.95	453,048	8.61	+ 1.34
VOLKSWAGEN	173,192		40,194		
Subcompact	173,192	100.00	40,194	100.00	
CHECKER	4,766		4,255		
Standard	4,766	100.00	4,255	100.00	
TOTAL	8,418,369		9,153,299		

retail prices, U.S. models

	4-Door	2-Door	2-Door Hatchback	2-Door Wagon	4-Door Wagon	Auto. Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Fairmont Futura 4	5,320	5,255				340	165	78	Std.	571
Granada 6	5,586	5,463				340	165	78	Std.	571
Granada Ghia 6	5,987	5,864				340	165	78	Std.	571
Granada ESS 6	6,076	5,953				340	165	78	Std.	571
Thunderbird V-8		6,717				Std.	Std.	Std.	Std.	571
Thunderbird Town Landau V-8		10,324				Std.	Std.	Std.	Std.	Std.
Thunderbird Silver Anniv. V-8		12,072				Std.	Std.	Std.	Std	Std.
LTD S V-8	6,772				7,095	Std.	Std.	Std.	Std.	606
LTD V-8	7,015	6,901			7,360	Std.	Std.	Std.	Std.	606
LTD Crown Victoria V-8	7,661	7,525				Std.	Std.	Std.	Std.	606
LTD Squire V-8					7,789	Std.	Std.	Std.	Std.	606
LINCOLN—Versailles V-8	15,450					Std.	Std.	Std.	Std.	Std.
Continental V-8	13,409	13,067				Std.	Std.	Std.	Std.	Std.
Mark VI V-8	16,467	16,067				Std.	Std.	Std.	Std.	Std.
Mark VI Signature V-8	21,653	21,284				Std.	Std.	Std.	Std.	Std.
MERCURY—Bobcat 4			4,701	5,007		340	160	78	Std.	538
Bobcat Villager 4				5,120		340	160	78	Std.	538
Capri 4			5,596			340	160	78	Std.	571
Capri Ghia 4			5,891			340	160	78	Std.	571
Zephyr 4	5,088	4,970			5,294	340	165	78	Std.	571
Zephyr Z-7 4		5,264				340	165	78	Std.	571
Monarch 6	5,673	5,550				340	165	78	Std.	571
Monarch Ghia 6	6,149	6,026				340	165	78	Std.	571
Monarch ESS 6	6,189	6,066				340	165	78	Std.	571
Cougar XR-7 V-8		6,946				Std.	Std.	Std.	Std.	571
Marquis V-8	7,083	6,972			7,481	Std.	Std.	Std.	Std.	606
Marquis Brougham V-8	7,954	7,757				Std.	Std.	Std.	Std.	606
Grand Marquis V-8	8,721	8,529				Std.	Std.	Std.	Std.	606
Marquis Colony Park V-8					8,375	Std.	Std.	Std.	Std.	606
OLDSMOBILE—Omega 4	5,672	5,501				337	164	76	Std.	564
Omega Brougham 4	6,013	5,858				337	164	76	Std.	564
Cutlass Salon V-6		5,764				358	174	Std.	97	601
Cutlass Salon Brougham V-6		6,054				358	174	Std.	97	601
Cutlass V-6	6,124					358	174	Std.	97	601
Cutlass LS V-6	6,780					Std.	Std.	Std.	97	601
Cutlass Brougham V-6	7,219					Std.	Std.	Std.	97	601
Cutlass Supreme V-6		6,655				Std.	Std.	Std.	97	601
Cutlass Supreme Brougham V-6		7,094				Std.	Std.	Std.	97	601
Cutlass Calais V-6		7,119				Std.	Std.	Std.	97	601
Cutlass Cruiser V-6					6,572	Std.	174	Std.	97	601
Cutlass Cruiser Brougham V-6					6,809	Std.	Std.	Std.	97	601
Delta 88 V-6	6,905	6,808				Std.	Std.	Std.	99	647
Delta 88 Royale V-6	7,228	7,076				Std.	Std.	Std.	99	647
Delta 88 Royale Brougham V-6	7,532	7,448				Std.	Std.	Std.	99	647
Custom Cruiser V-8					7,820	Std.	Std.	Std.	99	647
Ninety-Eight Luxury V-8	9,517					Std.	Std.	Std.	99	Std.
Ninety-Eight Regency V-8	10,159	10,035				Std.	Std.	Std.	Std.	Std.
Toronado Custom Brougham V-8		11,934				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon 4	5,526		5,681			340	161	77	Std.	541
Volare 6	5,150	5,033				340	166	77	Std.	556
Volare Wagon 6					5,422	340	166	Std.	Std.	556
Volare Special 6	5,151	5,151				Std.	Std.	77	90	556
Gran Fury 6	6,741					Std.	Std.	Std.	106	670
Gran Fury Salon 6	7,116					Std.	Std.	Std.	106	670
PONTIAC—Sunbird 4		4,623	4,808			320	158	76	Std.	531
Sunbird Sport 4		4,885	4,996			320	158	76	Std.	531
Phoenix 4	5,656	5,465				337	164	76	Std.	564
Phoenix LJ 4	6,127	5,936				337	164	76	Std.	564
Firebird V-6		5,948				358	Std.	81	97	566
Firebird Esprit V-6		6,311				358	Std.	81	97	566
Firebird Formula V-8		7,256				Std.	Std.	Std.	97	566
Firebird Trans Am V-8		7,480				Std.	Std.	Std.	97	566
LeMans V-6	5,758	5,652				358	174	Std.	97	601
LeMans Wagon V-6					6,257	Std.	174	Std.	97	601
Grand LeMans V-6	6,120	5,947				Std.	174	Std.	97	601
Grand LeMans Wagon V-6					6,682	Std.	174	Std.	97	601
Grand Am V-8		7,504				Std.	Std.	Std.	97	601
Grand Prix V-6		6,621				Std.	Std.	Std.	97	601
Grand Prix LJ V-6		7,000				Std.	Std.	Std.	97	601
Grand Prix SJ-V-8		7,597				Std.	Std.	Std.	97	601
Catalina V-6	6,761	6,703				Std.	Std.	Std.	99	647
Catalina Wagon V-8					7,362	Std.	Std	Std.	99	647
Bonneville V-6	7,167	7,038				Std.	Std.	Std.	99	647
Bonneville Brougham V-8	8,080	7,888				Std.	Std.	Std.	99	647
Grand Safari V-8					7,958	Std.	Std.	Std.	99	647
VOLKSWAGEN—(U.S.-built models)										
Rabbit 4			5,215			N.A.	N.A.	N.A.	N.A.	N.A.
Rabbit Custom 4	5,890		5,695			350	N.A.	Std.	Std.	495
Rabbit Deluxe 4	6,290		6,095			350	N.A.	Std.	Std.	495

Options popular, but tastes shift

Diesels, turbochargers and four-cylinder engines gain ground

By Joseph Bohn
Marketing Editor

Optional equipment continued to provide healthy profits for the auto companies during the '79 model year, even though buyer preferences are changing sharply.

Among engine and powertrain accessories, diesels, turbochargers and smaller size four-cylinders and V-6s are coming to dominate the market. Standard shift four and five - speed transmissions, while becoming more popular, are a long way from outdistancing automatic transmissions, however.

Overall, domestic companies installed 203,338 diesels on '79 models, equal to 2.18 percent of output. This was up from 33,841, or 0.37 percent, in '78.

GM accounted for all diesel production. However, Volkswagen is offering U. S.-built diesel Rabbits and pickups in '80 which will greatly expand the market.

Turbochargers were installed on 75,770 domestic - built '79 models, equal to 0.81 percent. For '80, Ford is offering turbos on Fairmont/Zephyr, while General Motors is expanding availability on cars like Chevrolet Monte Carlo, and Pontiac Trans Am, which will boost figures sharply.

V-8 engines showed a sharp decline, while six - cylinder and four-cylinder powerplants were clearly on the upswing.

V-8 engines still accounted for about 58.39 percent of domestic production, equal to 5,457,038 units. That was down from 6,017,791 or 65.81 percent in '78.

GM installed V-8s in 69.62 percent of its cars, down from 70.56 percent. Ford equipped 51.40 per-

Continued on Page 68, Col. 1

POWER EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	Power Brakes	Percent of Output	Power Seats	Percent of Output	Power Steering	Percent of Output	Power Side Windows	Percent of Output	Speed Regulating Device	Percent of Output	Rear Window Defogger/Defroster	Percent of Output
AMERICAN MOTORS	84,533	49.89	N.A.	——	151,493	89.41	2,656	1.57	21,571	12.73	76,968	45.43
Concord	59,655	58.00	N.A.	——	99,767	97.00	N.A.	——	16,456	16.00	48,340	47.00
Pacer	7,967	78.00	N.A.	——	10,011	98.00	2,656	26.00	2,860	28.00	5,516	54.00
Spirit	16,911	30.00	N.A.	——	41,715	74.00	N.A.	——	2,255	4.00	23,112	41.00
CHRYSLER CORP.	844,869	74.37	142,325	12.53	945,102	83.20	179,922	15.84	400,921	35.29	689,418	60.69
Chrysler-Plymouth Total	536,367	76.92	113,089	16.22	591,095	84.76	138,868	19.91	217,045	31.12	419,777	60.20
Horizon	27,995	17.20	N.A.	——	67,709	41.60	N.A.	——	N.A.	——	162,763	100.00
Voyager	7,657	100.00	N.A.	——	7,573	98.90	N.A.	——	4,296	56.10	N.A.	——
Volare	183,475	87.50	2,097	1.00	198,573	94.70	3,355	1.60	20,549	9.80	83,035	39.60
Cordoba	88,015	100.00	32,390	36.80	88,015	100.00	43,391	49.30	58,970	67.00	44,272	50.30
Chrysler	100,726	100.00	51,874	51.50	100,726	100.00	55,500	55.10	72,321	71.80	63,659	63.20
LeBaron	128,499	100.00	26,728	20.80	128,499	100.00	36,622	28.50	60,909	47.40	66,048	51.40
Dodge Total	308,502	70.33	29,236	6.67	354,007	80.71	41,054	9.36	183,876	41.92	269,641	61.47
Omni	27,729	19.60	N.A.	——	62,957	44.50	N.A.	——	N.A.	——	141,477	100.00
St. Regis	34,972	100.00	9,058	25.90	34,972	100.00	12,030	34.40	19,200	54.90	21,753	62.20
Diplomat	62,781	100.00	11,049	17.60	62,781	100.00	13,058	20.80	24,736	39.40	31,139	49.60
Sportsman	25,451	100.00	N.A.	——	24,815	97.50	N.A.	——	105,367	41.40	N.A.	——
Aspen	127,215	88.60	1,723	1.20	138,128	96.20	3,733	2.60	16,512	11.50	59,731	41.60
Magnum	30,354	100.00	7,406	24.40	30,354	100.00	12,233	40.30	18,061	59.50	15,541	51.20
FORD MOTOR	2,290,263	83.19	499,574	18.15	2,524,044	91.68	645,454	23.45	964,956	35.05	1,207,051	43.85
Ford Division	1,529,311	80.97	174,601	9.24	1,706,083	90.33	255,722	13.54	507,249	26.86	737,386	39.04
Pinto	47,565	23.90	N.A.	——	94,136	47.30	N.A.	——	N.A.	——	162,399	81.60
Mustang/Mustang II	276,712	74.80	N.A.	——	321,474	86.90	N.A.	——	39,583	10.70	123,588	33.40
Fairmont	304,433	77.00	9,093	2.30	369,273	93.40	15,419	3.90	46,258	11.70	117,424	29.70
Club Wagon	52,877	100.00	N.A.	——	52,137	98.60	N.A.	——	22,684	42.90	N.A.	——
Granada	158,484	86.90	6,201	3.40	179,823	98.60	13,313	7.30	37,022	20.30	68,391	37.50
LTD II	48,564	100.00	3,253	6.70	48,564	100.00	5,342	11.00	15,686	32.30	16,366	33.70
Thunderbird	284,141	100.00	84,390	29.70	284,141	100.00	123,601	43.50	158,835	55.90	111,952	39.40
Ford	356,535	100.00	71,664	20.10	356,535	100.00	98,047	27.50	187,181	52.50	137,266	38.50
Lincoln-Mercury Division	760,952	88.06	324,973	37.61	817,961	94.65	389,732	45.10	457,707	52.97	469,665	54.35
Bobcat	14,728	29.30	N.A.	——	30,662	61.00	N.A.	——	N.A.	——	44,335	88.20
Capri	79,634	72.30	N.A.	——	91,903	82.90	N.A.	——	13,548	12.30	50,226	45.60
Zephyr	97,167	77.50	3,260	2.60	117,854	94.00	8,400	6.70	23,571	18.80	48,646	38.80
Monarch	66,925	88.20	N.A.	——	75,044	98.90	8,802	11.60	21,550	28.40	31,111	41.00
Cougar/XR7	172,152	100.00	50,071	29.10	172,152	100.00	81,045	47.10	103,084	59.90	75,860	44.10
Mercury	140,800	100.00	83,072	59.00	140,800	100.00	101,939	72.40	110,950	78.80	73,920	52.50
Lincoln	92,600	100.00	91,624	99.00	92,600	100.00	92,600	100.00	89,729	96.90	72,598	78.40
Versailles	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	21,007	100.00	16,091	76.60
Mark V	75,939	100.00	75,939	100.00	75,939	100.00	75,939	100.00	74,268	97.80	56,878	74.90
GENERAL MOTORS	4,644,078	90.10	1,134,101	22.00	4,740,059	91.96	1,808,018	35.08	2,224,672	43.16	2,345,924	45.51
Buick Division	720,929	99.13	220,486	30.32	726,304	99.87	338,360	46.52	379,507	52.18	377,862	51.96
Skyhawk	19,638	84.90	N.A.	——	22,498	97.20	N.A.	——	N.A.	——	12,765	55.20
'79 Skylark	27,794	95.80	N.A.	——	28,930	99.70	1,850	6.40	2,446	8.40	8,427	29.00
Century	55,580	99.50	4,741	8.50	55,737	99.80	8,060	14.40	17,913	32.10	30,426	54.50
Regal	272,009	99.50	45,896	16.80	273,236	99.95	82,792	30.30	94,722	34.70	121,161	44.30
Buick	293,727	100.00	117,668	40.10	293,727	100.00	193,477	65.90	216,817	73.80	165,736	56.40
Riviera	52,181	100.00	52,181	100.00	52,181	100.00	52,181	100.00	47,609	91.20	39,347	75.40
Cadillac Division	381,113	100.00	381,113	100.00	381,113	100.00	381,113	100.00	350,436	91.95	283,263	74.33
Seville	53,487	100.00	53,487	100.00	53,487	100.00	53,487	100.00	49,965	93.41	43,125	80.62
Cadillac	260,190	100.00	260,190	100.00	260,190	100.00	260,190	100.00	236,773	91.00	182,728	70.22
Eldorado	67,436	100.00	67,436	100.00	67,436	100.00	67,436	100.00	63,698	94.45	57,410	85.13
Chevrolet Division	1,823,518	80.37	126,686	5.58	1,880,685	82.89	415,451	18.31	618,286	27.25	860,092	37.91
Chevette	21,134	6.20	N.A.	——	N.A.	——	N.A.	——	N.A.	——	111,126	32.60
Monza	66,237	40.40	N.A.	——	130,998	79.90	N.A.	——	N.A.	——	50,334	30.70
Camaro	277,382	98.20	N.A.	——	282,582	100.00	81,481	28.80	75,013	26.50	127,171	45.00
'80 Citation	170,714	91.20	879	0.50	177,576	94.80	10,660	5.70	24,128	12.90	81,773	43.70
Sportvan	27,186	100.00	N.A.	——	26,207	96.40	2,637	9.70	13,484	49.60	N.A.	——
Malibu/Chevelle	372,499	98.60	11,711	3.10	375,521	99.40	25,689	6.80	74,046	19.60	129,959	34.40
Monte Carlo	281,317	99.70	20,598	7.30	280,752	99.50	74,491	26.40	113,994	40.40	90,282	32.00
Chevrolet	553,242	100.00	93,498	16.90	553,242	100.00	170,399	30.80	280,494	50.70	224,616	40.60
Corvette	53,807	100.00	N.A.	——	53,807	100.00	50,094	93.10	37,127	69.00	44,821	83.30
Oldsmobile Division	1,005,860	99.40	301,519	29.80	1,008,846	99.70	437,007	43.19	583,617	57.68	509,889	50.39
Starfire	14,609	72.00	N.A.	——	17,807	87.70	N.A.	——	N.A.	——	8,496	41.90
'79 Omega	14,456	97.60	N.A.	——	14,752	99.60	844	5.70	1,052	7.10	5,199	35.10
Cutlass	507,501	100.00	55,318	10.90	506,993	99.90	130,428	25.70	209,598	41.30	206,553	40.70
Oldsmobile	419,238	100.00	196,145	46.80	419,238	100.00	255,679	61.00	325,921	77.70	247,805	59.10
Toronado	50,056	100.00	50,056	100.00	50,056	100.00	50,056	100.00	47,046	94.00	41,836	83.60
Pontiac Division	712,658	93.14	104,297	13.63	743,106	97.11	236,087	30.85	292,826	38.27	314,818	41.14
Sunbird	49,500	50.62	N.A.	——	80,989	82.83	N.A.	——	20,724	21.19	32,494	33.23
'79 Phoenix	23,333	93.71	N.A.	——	24,771	99.48	1,171	4.70	2,922	11.73	9,503	38.16
Firebird	209,802	99.22	N.A.	——	211,454	100.00	101,600	48.05	71,813	33.96	105,135	49.72
LeMans	112,016	99.39	7,292	6.47	107,676	95.54	13,919	12.35	30,430	27.00	43,436	38.54
Grand Prix	138,817	99.75	30,561	21.96	139,026	99.90	63,974	45.97	58,115	41.76	50,280	36.13
Pontiac	179,190	100.00	66,444	37.08	179,190	100.00	55,423	30.93	108,822	60.73	73,970	41.28
VOLKSWAGEN	125,729	94.60	N.A.	——	N.A.	——	N.A.	——	N.A.	——	128,818	96.90
Total Cars, U.S.	7,989,472	85.49	1,776,000	19.00	8,360,703	89.46	2,636,050	28.21	3,612,300	38.65	4,448,179	47.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

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cent of its models with V-8s, down from 63.20 percent. Chrysler had them in 39.11 percent of its cars, down from 57.11 percent. And American Motors had them in 5.63 percent of cars, down from 14.22 percent. VW, of course, doesn't offer a V-8.

Industrywide, six-cylinder engines ended up in 2,243,736 cars, or 24.01 percent of production. That was up from 2,170,869, or 23.74 percent, in '78.

GM's six-cylinder production was 19.33 percent, up from 21.28 percent. Ford's was 26.24 percent, up from 23.40 percent. Chrysler's was 34.11 percent, up from 28.33 percent. American Motors' was 81.02 percent, up from 79.90 percent. Again, VW didn't offer a six-cylinder engine.

Four-cylinder engines showed the sharpest increases. Industrywide, they jumped to 1,644,731, or 17.60 percent of production, from 955,697, or 10.45 percent in '79.

GM installed the four-cylinder powerplant in 11.05 percent of its cars, up from 8.16 percent. Ford's installations climbed to 22.36 percent, up from 13.40 percent. Chrysler's went to 26.78 percent, up from 14.56 percent. AMC's went to 13.35 percent, up from 5.88 percent. Four-cylinder cars, of course, accounted for 100 percent of VW's output.

Automatic transmissions lost some of their popularity, though not as much as anticipated. Industrywide, they ended up in 8,351,220 cars, or 89.36 percent of production. That was down from 8,499,185, or 92.94 percent.

Five-speed manuals which are very popular on imported cars showed a small gain, though after being phased out on GM's Monza, Starfire and Sunbird lines for '80, they're not expected to reach much volume this year.

Overall, they ended up in 21,734 cars, or 0.23 percent of industry output. That was up from 12,413, or 0.14 percent.

Four-speed manuals, the fastest growing transmission, went into 948,239 cars, or 10.15 percent of production. That was up from 574,506, or 6.28 percent in '78.

Three-speed manuals accounted for only 0.23 percent of domestic

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POWERTRAIN OPTIONS ON 1979 U. S. MODELS

	Automatic Transmission	Percent of Output	3-Speed Manual	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	143,734	84.83	2,762	1.63	22,943	13.54	N.A.	——
Concord	97,968	95.30	N.A.	——	4,885	4.70	N.A.	——
Pacer	9,632	94.30	N.A.	....	583	5.70	N.A.	——
Spirit	36,134	64.10	2,762	4.90	17,475	31.00	N.A.	——
CHRYSLER CORP.	993,547	87.46	4,116	0.37	138,302	12.17	N.A.	——
Plymouth Total	304,210	80.03	2,360	0.62	73,536	19.35	N.A.	——
Horizon	91,797	56.40	N.A.	——	70,966	43.60	N.A.	——
Voyager	7,549	98.60	54	0.70	54	0.70	N.A.	——
Volare	204,864	97.80	2,306	1.10	2,516	1.20	N.A.	——
Chrysler Total	316,855	99.99	N.A.	——	385	0.01	N.A.	——
Cordoba	88,015	100.00	N.A.	——	N.A.	——	N.A.	——
Chrysler	100,726	100.00	N.A.	——	N.A.	——	N.A.	——
LeBaron	128,114	99.70	N.A.	——	385	0.30	N.A.	——
Dodge Total	372,482	84.92	1,756	0.40	64,381	14.68	N.A.	——
Omni	79,228	56.00	N.A.	——	62,249	44.00	N.A.	——
St. Regis	34,972	100.00	N.A.	——	N.A.	——	N.A.	——
Diplomat	62,719	99.90	N.A.	——	62	0.10	N.A.	——
Sportsman	25,069	98.50	178	0.70	204	0.80	N.A.	——
Aspen	140,140	97.60	1,578	1.10	1,866	1.30	N.A.	——
Magnum	30,354	100.00	N.A.	——	N.A.	——	N.A.	——
FORD MOTOR	2,385,534	86.65	N.A.	——	367,444	13.35	N.A.	——
Ford Division	1,611,390	85.31	N.A.	——	277,424	14.69	N.A.	——
Pinto	98,722	49.60	N.A.	——	100,296	50.40	N.A.	——
Musang/Mustang II	239,020	64.60	N.A.	——	130,916	35.40	N.A.	——
Fairmont	355,041	89.80	N.A.	——	40,326	10.20	N.A.	——
Club Wagon	51,185	96.80	N.A.	——	1,692	3.20	N.A.	——
Granada	178,182	97.70	N.A.	——	4,194	2.30	N.A.	——
LTD II	48,564	100.00	N.A.	——	N.A.	——	N.A.	——
Thunderbird	284,141	100.00	N.A.	——	N.A.	——	N.A.	——
Ford	356,535	100.00	N.A.	——	N.A.	——	N.A.	——
L-M Division	774,144	89.58	N.A.	——	90,020	10.42	N.A.	——
Mercury Total	584,598	86.66	N.A.	——	90,020	13.34	N.A.	——
Bobcat	27,395	54.50	N.A.	——	22,871	45.50	N.A.	——
Capri	59,037	53.60	N.A.	——	51,107	46.40	N.A.	——
Zephyr	111,460	88.90	N.A.	——	13,917	11.10	N.A.	——
Monarch	73,754	97.20	N.A.	——	2,125	2.80	N.A.	——
Cougar/XR7	172,152	100.00	N.A.	——	N.A.	——	N.A.	——
Mercury	140,800	100.00	N.A.	——	N.A.	——	N.A.	——
Lincoln Total	189,546	100.00	N.A.	——	N.A.	——	N.A.	——
Lincoln	92,600	100.00	N.A.	——	N.A.	——	N.A.	——
Versailles	21,007	100.00	N.A.	——	N.A.	——	N.A.	——
Mark V	75,939	100.00	N.A.	——	N.A.	——	N.A.	——
GENERAL MOTORS*	4,798,295	93.11	14,855	0.29	328,989	6.37	12,163	0.23
Buick Division	720,927	99.13	251	0.04	4,439	0.61	1,658	0.22
Skyhawk	17,428	75.30	N.A.	——	4,053	17.50	1,658	7.20
Skylark '79	28,907	99.60	119	0.40	N.A.	——	N.A.	——
Century	55,699	99.70	45	0.10	93	0.20	N.A.	——
Regal	272,985	99.90	87	0.02	293	0.08	N.A.	——
Buick	293,727	100.00	N.A.	——	N.A.	——	N.A.	——
Riviera	52,181	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac Division	381,113	100.00	N.A.	——	N.A.	——	N.A.	——
Seville	53,487	100.00	N.A.	——	N.A.	——	N.A.	——
Cadillac	260,190	100.00	N.A.	——	N.A.	——	N.A.	——
Eldorado	67,436	100.00	N.A.	——	N.A.	——	N.A.	——
Chevrolet Division	1,978,703	87.21	12,146	0.53	272,895	12.03	5,083	0.23
Chevette	198,745	58.30	N.A.	——	142,132	41.70	N.A.	——
Monza	106,892	65.20	N.A.	——	51,978	31.70	5,083	3.10
Camaro	248,953	88.10	3,956	1.40	29,673	10.50	N.A.	——
Citation	149,088	79.60	N.A.	——	38,141	20.40	N.A.	——
Sportvan	26,452	97.30	734	2.70	N.A.	——	N.A.	——
Malibu/Chevelle	369,866	97.90	6,044	1.60	1,878	0.50	N.A.	——
Monte Carlo	280,751	99.50	1,412	0.50	N.A.	——	N.A.	——
Chevrolet	553,242	100.00	N.A.	——	N.A.	——	N.A.	——
Corvette	44,714	83.10	N.A.	——	9,093	16.90	N.A.	——
Oldsmboile Division	1,002,480	99.07	N.A.	——	6,675	0.66	2,750	0.27
Starfire	12,964	63.90	N.A.	——	6,108	30.10	1,227	6.00
Omega '79-'80	14,752	99.60	N.A.	——	59	0.40	N.A.	——
Cutlass	505,470	99.60	N.A.	——	508	0.10	1,523	0.30
Oldsmobile	419,238	100.00	N.A.	——	N.A.	——	N.A.	——
Toronado	50,056	100.00	N.A.	——	N.A.	——	N.A.	——
Pontiac Division	715,072	93.45	2,458	0.32	44,980	5.88	2,672	0.35
Sunbird	65,300	66.80	N.A.	——	29,798	30.47	2,672	2.73
'79 Phoenix	24,553	98.61	250	1.00	97	0.39	N.A.	——
Firebird	195,088	92.26	1,789	0.85	14,577	6.89	N.A.	——
LeMans	112,159	99.52	169	0.15	375	0.33	N.A.	——
Grand Prix	138,782	99.71	250	0.18	133	0.11	N.A.	——
Pontiac	179,190	100.00	N.A.	——	N.A.	——	N.A.	——
VOLKSWAGEN	30,110	22.70	N.A.	——	90,561	68.20	12,150	9.10
Total Cars, U. S.	8,351,220	89.36	21,734	0.23	948,239	10.15	24,313	0.26

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

*—The GM total includes 727,275 Pontiac Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

INTERIOR DRIVER OPTIONS

	Bucket Seats	Percent of Output	Adjustable Steering Col.	Percent of Output
AMERICAN MOTORS	56,720	33.48	54,230	32.01
Concord	N.A.	——	37,027	36.00
Pacer	913	9.00	4,801	47.00
Spirit	55,807	99.00	12,402	22.00
CHRYSLER CORP.	422,526	37.20	231,715	20.40
Chrysler-Plymouth Total	226,746	32.52	167,243	23.98
Horizon	162,763	100.00	N.A.	——
Voyager	7,657	100.00	2,481	32.40
Volare	16,356	7.80	10,484	5.00
Cordoba	25,964	29.50	47,176	53.60
Chrysler	N.A.	——	66,882	66.40
LeBaron	14,006	10.90	40,220	31.30
Dodge Total	195,780	44.64	64,472	14.70
Omni	141,477	100.00	N.A.	——
Magnum	12,567	41.40	14,297	47.10
St. Regis	N.A.	——	19,130	54.70
Diplomat	5,085	8.10	14,754	23.50
Sportsman	25,451	100.00	7,533	29.60
Aspen	11,200	7.80	8,758	6.10
FORD MOTOR	948,355	34.45	827,706	30.07
Ford Division	734,837	38.90	411,987	21.81
Pinto	199,018	100.00	N.A.	——
Mustang	369,936	100.00	46,982	12.70
Fairmont	78,283	19.80	33,210	8.40
Club Wagon	52,877	100.00	18,665	35.30
Granada	18,694	10.25	19,697	10.80
LTD II/Torino	3,982	8.20	9,956	20.50
T-Bird/Elite	12,047	4.24	139,796	49.20
Ford	N.A.	——	143,681	40.30
L-M Division	213,518	24.71	415,719	48.11
Bobcat	50,266	100.00	N.A.	——
Capri	110,144	100.00	18.724	17.00
Zephyr	36,735	29.30	16,675	13.30
Monarch	N.A.	——	12,975	17.10
Cougar	16,373	9.50	90,812	52.80
Mercury	N.A.	——	94,195	66.90
Lincoln	N.A.	——	88,896	96.00
Versailles	N.A.	——	19,326	92.00
Mark V	N.A.	——	74,116	97.60
GENERAL MOTORS	1,288,101	24.99	2,710,019	52.58
Buick Division	54,165	7.45	479,619	65.95
Skyhawk	23,139	100.00	10,734	46.40
'79 Skylark	642	2.20	8,929	30.80
Century	2,070	3.70	23,056	41.30
Regal	20,018	7.30	161,293	59.00
Buick	1,146	0.40	226,958	77.30
Riviera	7,150	13.70	48,649	93.20
Cadillac Division	N.A.	——	359,670	94.37
Seville	N.A.	——	53,487	100.00
Cadillac	N.A.	——	240,444	92.41
Eldorado	N.A.	——	65,739	97.48
Chevrolet Division	633,301	27.91	806,672	35.55
Chevette	22,157	6.50	25,565	7.50
Monza	163,953	100.00	30,659	18.70
Camaro	282,582	100.00	145,811	51.60
Citation	27,897	14.90	39,879	21.30
Sportvan	27,186	100.00	13,484	49.60
Malibu/Chevelle	9,445	2.50	87,644	23.20
Monte Carlo	46,274	16.40	141,926	50.30
Chevrolet	N.A.	——	270,534	48.90
Corvette	53,807	100.00	51,170	95.10
Oldsmobile Division	244,575	24.17	655,710	64.80
Starfire	20,299	100.00	5,856	28.80
Omega	1,688	11.40	2,310	15.60
Cutlass	80,692	15.90	289,275	57.00
Oldsmobile	111,521	26.60	311,365	74.30
Toronado	30,375	60.70	46,904	93.70
Pontiac Division	356,060	46.53	408.348	53.37
Sunbird	97,770	100.00	20,724	21.19
'79 Phoenix	2,229	8.95	6,776	27.21
Firebird	211,454	100.00	133,115	62.95
LeMans	6,131	5.44	40,098	35.58
Grand Prix	33,405	24.03	84,890	61.00
Pontiac	5,071	2.83	122.745	68.54
VOLKSWAGEN	132,821	100.00	N.A.	——
Total Cars, U.S.	2,848,523	30.48	3,823,670	40.91

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

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output, or 21,734 units. That was down from 58,252, or 0.64 percent in '78.

Power accessories appeared to be on the decline, as a result of buyers' efforts to keep car prices down and the trend toward smaller cars.

Generally, rear window defogger-defrosters and speed regulating devices showed a gain on '79 models. Power side windows were up slight-

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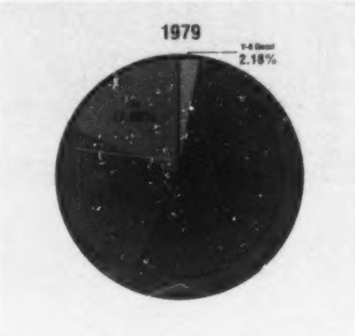
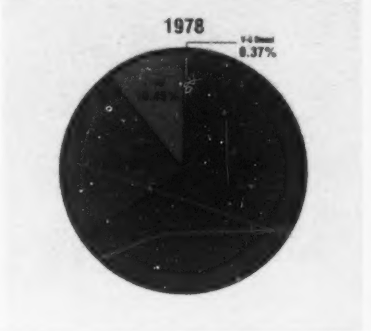
ENGINE INSTALLATIONS 1979 VS. 1978





AIR CONDITIONING INSTALLATIONS

'79 VS. '78 MODEL YEAR

	1979 Model Year			1978 Model Year		
	Unit Total	Percent of Output	Pct. of '79 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '78 Air Conditioner Installations
AMERICAN MOTORS	93,414	55.13	1.25	93,054	67.50	1.27
Spirit/Gremlin	21,984	39.00	0.30	7,681	40.81	0.10
Concord	63,769	62.00	0.85	59,824	70.64	0.82
AMX	....	0.00	....	1,255	49.41	0.02
Pacer	7,661	75.00	0.10	15,408	72.60	0.21
Matador	....	0.00	....	8,886	84.10	0.12
*CHRYSLER CORP.	814,958	71.74	10.95	975,963	75.41	13.27
Plymouth Total	217,040	57.10	2.91	296,651	64.39	4.03
Horizon	59,900	36.80	0.80	38,545	36.10	0.52
Voyager	6,171	80.60	0.08	7,532	97.60	0.10
Volare	150,969	72.00	2.03	176,920	68.40	2.41
Fury	....	0.00	0.00	73,654	84.10	1.00
Chrysler Division	303,865	95.78	4.09	329,227	96.33	4.48
Chrysler	98,182	97.50	1.32	82,261	98.50	1.12
Cordoba	85,536	97.20	1.15	104,567	96.50	1.42
LeBaron	120,147	93.50	1.62	142,399	95.00	1.94
Dodge Total	294,053	67.04	3.95	350,085	71.19	4.76
Omni	52,910	37.40	0.71	29,298	35.90	0.40
Magnum	28,988	95.50	0.39	48,677	93.80	0.66
St. Regis	33,781	96.60	0.46	....	....	....
Diplomat	56,107	89.20	0.75	74,230	90.90	1.01
Sportsman	20,258	79.60	0.27	18,279	76.20	0.25
Aspen	102,099	71.10	1.37	133,651	67.60	1.82
Monaco	....	0.00	0.00	45,950	83.70	0.62
FORD MOTOR	2,127,902	77.29	28.56	1,969,007	79.39	26.78
Ford Division	1,399,810	74.11	18.79	1,293,218	74.50	17.59
Pinto	54,526	27.40	0.73	54,960	29.10	0.75
Mustang	213,802	57.80	2.87	89,663	46.60	1.22
Fairmont	275,989	69.80	3.71	205,667	65.90	2.80
Club Wagon	43,359	82.00	0.58	31,338	74.60	0.43
Granada	150,844	82.70	2.02	197,830	79.20	2.69
LTD II/Torino	47,009	96.80	0.63	156,900	92.00	2.13
T-Bird/Elite	274,537	96.60	3.69	339,698	96.30	4.62
Ford	339,744	95.30	4.56	217,153	95.50	2.95
L-M Division	728,092	84.25	9.77	675,789	90.78	9.19
Bobcat	17,744	35.30	0.24	14,220	38.70	0.19
Capri	63,884	58.00	0.86	....	....	....
Zephyr	90,648	72.30	1.22	62,431	71.40	0.85
Monarch	67,304	88.70	0.90	78,415	85.50	1.07
Cougar	160,278	97.90	2.15	207,088	97.10	2.82
Mercury	138,688	98.50	1.86	144,015	98.90	1.96
Lincoln	92,600	100.00	1.24	88,087	100.00	1.19
Versailles	21,007	100.00	0.28	8,931	100.00	0.12
Mark V	75,939	100.00	1.02	72,602	100.00	0.99
**GEN. MOTORS	4,364,582	84.51	58.59	4,314,093	82.46	58.68
Buick Division	675,678	92.91	9.07	723,119	90.03	9.84
Skyhawk	14,561	62.90	0.20	15,983	65.00	0.22
Skylark	22,586	77.80	0.30	85,436	74.80	1.16
Century	45,859	82.10	0.62	71,398	81.40	0.97
Regal	255,173	93.30	3.43	220,973	93.40	3.01
Buick	285,318	97.10	3.82	308,835	96.68	4.20
Riviera	52,181	100.00	0.70	20,494	99.80	0.28
Cadillac Division	381,113	100.00	5.12	349,684	100.00	4.76
Seville	53,467	100.00	0.71	56,985	100.00	0.78
Cadillac	260,190	100.00	3.50	245,883	100.00	3.34
Eldorado	67,436	100.00	0.91	46,816	100.00	0.64
Chevrolet Division	1,691,064	74.53	22.70	1,641,662	71.88	22.33
Chevette	123,399	36.20	1.66	94,777	31.70	1.29
Monza	69,329	42.30	0.93	54,305	39.10	0.74
Camaro	220,993	78.20	2.97	194,584	71.40	2.65
Citation	115,591	61.70	1.55	149,397	51.90	2.03
Sportvan	20,128	74.00	0.27	21,518	70.10	0.29
Malibu/Chevelle	303,373	80.30	4.07	303,767	80.40	4.13
Monte Carlo	261,317	92.60	3.51	302,634	93.40	4.12
Chevrolet	526,093	95.10	7.06	475,682	94.20	6.47
Corvette	50,841	94.50	0.68	44,998	94.40	0.61
Oldsmobile Division	963,536	94.28	12.93	853,757	93.04	11.61
Starfire	11,153	54.90	0.15	9,971	57.60	0.14
Omega	17,978	72.20	0.24	35,233	70.30	0.48
Cutlass	478,065	94.20	6.42	400,957	93.50	5.45
Oldsmobile	406,284	96.90	5.45	382,236	96.50	5.20
Toronado	50,056	100.00	0.67	25,360	100.00	0.34
Pontiac Division	653,191	85.36	8.77	745,871	84.98	10.14
Firebird	46,832	47.90	0.63	47,376	54.58	0.64
Phoenix/Ventura	17,049	68.47	0.23	49,943	65.26	0.68
Firebird	180,176	85.21	2.42	153,147	81.77	2.08
LeMans	99,289	88.10	1.99	92,223	86.83	1.25
Grand Prix	134,050	96.35	1.80	208,378	94.71	2.83
Pontiac	175,795	98.06	2.36	194,804	96.96	2.66
Volkswagen	48,496	36.50	0.65	....	....	....
†Total Cars, U. S.	7,449,352	79.71	100.00	7,352,117	80.40	100.00

Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

*Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S. but sold only in Canada.

**GM total includes 727,275 Pontiac Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model Pontiac Phoenix. Base for Buick includes 29,026 '79-model Buick Skylarks. Oldsmobile includes 14,811 '79-model Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

ENGINE OPTIONS ON 1979 U. S. MODELS

	Diesels All Sizes	Percent of Output	Turbo Charger	Percent of Output	V-8 Engine	Percent of Output	6-Cylinder Engine	Percent of Output	4-Cylinder Engine	Percent of Output
AMERICAN MOTORS	N.A.	——	N.A.	——	9,538	5.63	137,289	81.02	22,612	13.35
Concord	N.A.	——	N.A.	——	4,628	4.50	91,848	89.30	6,377	6.20
Pacer	N.A.	——	N.A.	——	1,021	10.00	9,194	90.00	N.A.	——
Spirit	N.A.	——	N.A.	——	3,889	6.90	36,247	64.30	16,235	28.80
CHRYSLER CORP.	N.A.	——	N.A.	——	444,228	39.11	387,497	34.11	304,240	26.78
Chrysler-Plymouth Total	N.A.	——	N.A.	——	291,830	41.85	242,753	34.81	162,763	23.34
Horizon	N.A.	——	N.A.	——	N.A.	——	N.A.	——	162,763	100.00
Voyager	N.A.	——	N.A.	——	7,396	96.60	261	3.40	N.A.	——
Volare	N.A.	——	N.A.	——	40,048	19.10	169,638	80.90	N.A.	——
Cordoba	N.A.	——	N.A.	——	53,866	61.20	34,149	38.80	N.A.	——
Chrysler	N.A.	——	N.A.	——	98,900	98.20	1,826	1.80	N.A.	——
LeBaron	N.A.	——	N.A.	——	91,620	71.30	36,879	28.70	N.A.	——
Dodge Total	N.A.	——	N.A.	——	152,398	34.74	144,744	33.00	141,477	32.26
Omni	N.A.	——	N.A.	——	N.A.	——	N.A.	——	141,477	100.00
St. Regis	N.A.	——	N.A.	——	34,272	98.00	700	2.00	N.A.	——
Diplomat	N.A.	——	N.A.	——	45,831	73.00	16,950	27.00	N.A.	——
Sportsman	N.A.	——	N.A.	——	24,383	95.80	1,068	4.20	N.A.	——
Aspen	N.A.	——	N.A.	——	31,156	21.70	112,428	78.30	N.A.	——
Magnum	N.A.	——	N.A.	——	16,756	55.20	13,598	44.80	N.A.	——
FORD MOTOR	N.A.	——	38,832	1.41	1,414,959	51.40	722,390	26.24	615,629	22.36
Ford Division	N.A.	——	29,329	1.55	864,479	45.77	536,548	28.41	487,787	25.82
Pinto	N.A.	——	U.A.	——	N.A.	——	7,762	3.90	191,256	96.10
Mustang/Mustang II	N.A.	——	29,329	7.83	52,899	14.30	115,788	31.30	201,249	54.40
Fairmont	N.A.	——	N.A.	——	39,537	10.00	260,548	65.90	95,282	24.10
Club Wagon	N.A.	——	N.A.	——	48,699	92.10	4,178	7.90	N.A.	——
Granada	N.A.	——	N.A.	——	34,104	18.70	148,272	81.30	N.A.	——
LTD II	N.A.	——	N.A.	——	48,564	100.00	N.A.	——	N.A.	——
Thunderbird	N.A.	——	N.A.	——	284,141	100.00	N.A.	——	N.A.	——
Ford	N.A.	——	N.A.	——	356,535	100.00	N.A.	——	N.A.	——
L-M Division	N.A.	——	9,503	1.10	550,480	63.70	185,842	21.51	127,842	14.79
Bobcat	N.A.	——	N.A.	——	N.A.	——	3,980	7.90	46,286	92.10
Capri	N.A.	——	9,503	8.60	14,677	13.30	35,458	32.20	60,009	54.50
Zephyr	N.A.	——	N.A.	——	17,302	13.80	86,528	69.00	21,547	17.20
Monarch	N.A.	——	N.A.	——	16,003	21.10	59,876	78.90	N.A.	——
Cougar/XR7	N.A.	——	N.A.	——	172,152	100.00	N.A.	——	N.A.	——
Mercury	N.A.	——	N.A.	——	140,800	100.00	N.A.	——	N.A.	——
Lincoln	N.A.	——	N.A.	——	92,600	100.00	N.A.	——	N.A.	——
Versailles	N.A.	——	N.A.	——	21,007	100.00	N.A.	——	N.A.	——
Mark V	N.A.	——	N.A.	——	75,939	100.00	N.A.	——	N.A.	——
GENERAL MOTORS	203,338	3.95	36,938	0.72	3,588,313	69.62	996,560	19.33	569,429	11.05
Buick Division	N.A.	——	36,938	5.08	457,586	62.92	269,689	37.08	N.A.	——
Skyhawk	N.A.	——	N.A.	——	N.A.	——	23,139	100.00	N.A.	——
'79 Skylark	N.A.	——	N.A.	——	5,518	19.00	23,508	81.00	N.A.	——
Century	N.A.	——	1,500	2.70	22,842	40.90	32,995	59.10	N.A.	——
Regal	N.A.	——	21,389	7.80	112,218	41.10	161,147	58.90	N.A.	——
Buick	N.A.	——	3,582	1.20	275,294	93.70	18,433	6.30	N.A.	——
Riviera	N.A.	——	10,467	20.10	41,714	79.90	10,467	20.10	N.A.	——
Cadillac Division	26,547	6.97	N.A.	——	381,113	100.00	N.A.	——	N.A.	——
Seville	10,731	20.06	N.A.	——	53,487	100.00	N.A.	——	N.A.	——
Cadillac	7,640	2.94	N.A.	——	260,190	100.00	N.A.	——	N.A.	——
Eldorado	8,176	12.12	N.A.	——	67,436	100.00	N.A.	——	N.A.	——
Chevrolet Division	N.A.	——	N.A.	——	1,353,029	59.64	413,189	18.21	502,609	22.15
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	340,877	100.00
Camaro	N.A.	——	N.A.	——	8,197	5.00	81,647	49.80	74,109	45.20
Monza	N.A.	——	N.A.	——	260,538	92.20	22,044	7.80	N.A.	——
Citation	N.A.	——	N.A.	——	N.A.	——	99,606	53.20	87,623	46.80
Sportvan	N.A.	——	N.A.	——	25,229	92.80	1,957	7.20	N.A.	——
Malibu/Chevelle	N.A.	——	N.A.	——	241,028	63.80	136,760	36.20	N.A.	——
Monte Carlo	N.A.	——	N.A.	——	221,499	78.50	60,664	21.50	N.A.	——
Chevrolet	N.A.	——	N.A.	——	542,731	98.10	10,511	1.90	N.A.	——
Corvette	N.A.	——	N.A.	——	53,807	100.00	N.A	——	N.A.	——
Oldsmobile Division	176,791	17.47	N.A.	——	841,455	83.16	165,156	16.32	5,294	0.52
Starfire	N.A.	——	N.A.	——	1,653	8.10	13,352	65.80	5,294	26.10
'79 Omega	N.A.	——	N.A.	——	3,585	24.20	11,226	75.80	N.A.	——
Cutlass	35,017	6.90	N.A.	——	366,923	72.30	140,578	27.70	N.A.	——
Oldsmobile	133,734	31.90	N.A.	——	419,238	100.00	N.A.	——	N.A.	——
Toronado	8,040	16.10	N.A.	——	50,056	100.00	N.A.	——	N.A.	——
Pontiac Division	N.A.	——	N.A.	——	555,130	72.55	148,526	19.41	61,526	8.04
Sunbird	N.A.	——	N.A.	——	986	1.00	35,259	36.06	61,526	62.94
'79 Phoenix	N.A.	——	N.A.	——	10,287	41.32	14,613	58.68	N.A.	——
Firebird	N.A.	——	N.A.	——	198,850	94.04	12,604	5.96	N.A.	——
LeMans	N.A.	——	N.A.	——	58,457	51.87	54,245	48.13	N.A.	——
Grand Prix	N.A.	——	N.A.	——	109,689	78.84	29,476	21.16	N.A.	——
Pontiac	N.A.	——	N.A.	——	176,861	98.70	2,329	1.30	N.A.	——
VOLKSWAGEN	N.A.	——	N.A.	——	N.A.	——	N.A.	——	132,821	100.00
Total Cars, U. S.	203,338	2.18	75,770	0.81	5,457,038	58.39	2,243,736	24.01	1,644,731	17.60

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

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Production base for Pontiac includes 24,900 '79-model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

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ly, though this option has pretty much plateaued.

Power brakes, steering and seats were all on the wane.

Overall, 89.46 percent of domestic cars came with power steering last year, equal to 8,360,703 units. This was down from 92.62 percent, 8,469,894.

Similarly, power brakes went on 7,989,472 cars, equal to 85.49 percent of production. This was down from 8,087,583, or 88.44 percent, in '78.

Rear window defogger/defrosters ended up on 4,448,179 cars, equal to 47.60 percent of output. This was up from 3,447,057, or 37.70 percent, in '78.

Speed regulating devices continued to be very popular.

The industry installed 3,612,300 of them in '79 models, equal to 38.65 percent of output. This was up from 3,291,896, or 36.00 percent in '78.

Power side windows were also up slightly.

They ended up on 2,636,050 cars, equal to 28.21 percent of production. This was up from 2,555,572 cars, or 27.90 percent, in '78.

Power seats declined in popularity.

Some 1,776,000 cars were equipped with power seats, equal to 19.00 percent of production. This was down from 1,820,535, or 19.91 percent, in '79.

Factory-installed air conditioning continued to be very popular.

It ended up on 79.71 percent of domestic cars, down a shade from 80.40 percent in '78. Some 7,449,352 cars carried the item compared with 7,352,117 in '78.

GM was the only company with a gain, installing "air" in 84.51 percent of its cars compared with 82.46 percent in '78.

Ford's installation dropped to 77.29 percent compared with 79.39 percent the previous year; Chrysler's to 71.74 percent against 75.41 percent, and AMC's to 55.13 percent against 67.50 percent. VW installed "air" in 36.50 percent of its domestically-built Rabbits.

Detroit's penetration of the radio and tape-player market improved during '79, but a large percentage of radios are still supplied by independent manufacturers.

There were increases in the number of AM/FM stereo radios, CB radios and tape players installed in '79 models. Continuing a trend, however, AM radios and AM/FM radios continued to decline.

Overall, the industry installed either an AM, AM/FM or AM/FM stereo radio in 68.80 percent of domestic models. That was up from 67.88 percent in '78.

Tape players accounted for a 16.85 percent penetration, compared with 13.77 percent in '78. The industry offers tape players only in combination with radios.

Tape players were available in combination with AM radios, however, and not just with AM/FM stereo.

CB radio installations climbed to 3.09 percent of industry production, up from 2.31 percent in '78.

Overall, auto makers installed 2,859,457 AM radios in '79 models, equal to 30.60 percent of production. That was down from 3,035,297, or 33.19 percent in '78.

Industrywide, AM/FM radios were installed in 12.76 percent of '79 models built, the equivalent of 1,192,666. That was down from 12.92 percent, or 1,181,648 units the previous year.

AM/FM stereo radios, however, ended up on 2,377,241 cars, equal to 25.44 percent of production. That was up from 1,991,002, or 21.77 percent in '78.

Decorative roof options on cars, although not major items in terms of volume, nonetheless produced some healthy revenues for the companies in '79.

Vinyl roofs continued to be on the wane, though other types of special roofs are relatively popular.

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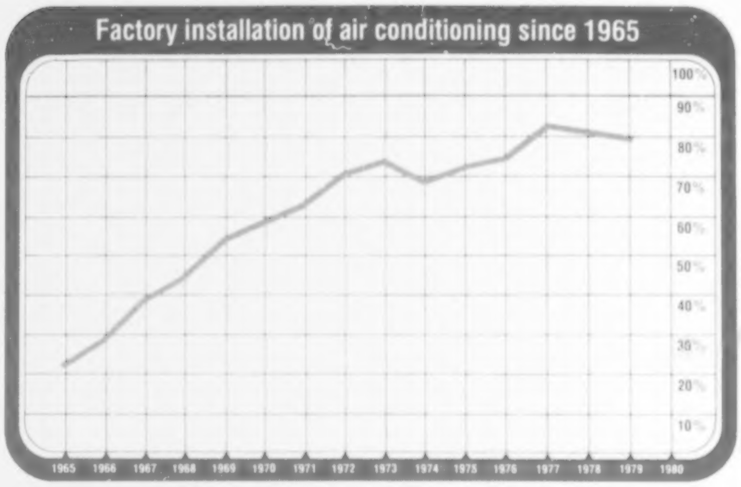

Factory installation of air conditioning since 1965

DECORATIVE ROOF OPTIONS ON 1979 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	67,714	39.96	N.A.	——	N.A.	——	6,170	3.64	N.A.	——
Concord	67,367	65.50	N.A.	——	N.A.	——	1,815	1.80	N.A.	——
Pacer	347	3.40	N.A.	——	N.A.	——	184	1.80	N.A.	——
Spirit	N.A.	——	N.A.	——	N.A.	——	4,171	7.40	N.A.	——
CHRYSLER CORP.	436,886	38.46	N.A.	——	10,561	0.93	9,367	0.82	10,910	0.96
Chrysler-Plymouth Total	299,441	42.94	N.A.	——	7,706	1.10	4,557	0.65	5,482	0.79
Horizon	N.A.	——	N.A.	——	N.A.	——	4,557	2.80	N.A.	——
Voyager	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Volare	51,373	24.50	N.A.	——	N.A.	——	N.A.	——	629	0.30
Cordoba	76,749	87.20	N.A.	——	4,049	4.60	N.A.	——	3,697	4.20
Chrysler	77,257	76.70	N.A.	——	2,115	2.10	N.A.	——	N.A.	——
LeBaron	94,062	73.20	N.A.	——	1,542	1.20	N.A.	——	1,156	0.90
Dodge Total	137,445	31.34	N.A.	——	2,855	0.65	4,810	1.10	5,428	1.24
Omni	——	——	N.A.	——	N.A.	——	4,810	3.40	N.A.	——
St. Regis	22,032	63.00	N.A.	——	559	1.60	N.A.	——	N.A.	——
Diplomat	46,144	73.50	N.A.	——	627	1.00	N.A.	——	565	0.90
Sportsman	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Aspen	45,229	31.50	N.A.	——	N.A.	——	N.A.	——	431	0.30
Magnum	24,040	79.20	N.A.	——	1,669	5.50	N.A.	——	4,432	14.60
FORD MOTOR	1,243,300	45.16	N.A.	——	62,680	2.28	118,953	4.32	N.A.	——
Ford Division	700,582	37.09	N.A.	——	11,060	0.59	82,924	4.39	N.A.	——
Pinto	N.A.	——	N.A.	——	N.A.	——	8,558	4.30	N.A.	——
Mustang	43,651	11.80	N.A.	——	N.A.	——	56,970	15.40	N.A.	——
Fairmont	113,084	28.60	N.A.	——	N.A.	——	17,396	4.40	N.A.	——
Club Wagon	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Granada	97,024	53.20	N.A.	——	547	0.30	N.A.	——	N.A.	——
LTD II	21,950	45.20	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Thunderbird	215,947	76.00	N.A.	——	10,513	3.70	N.A.	——	12,218	4.30
Ford	208,926	58.60	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln-Mercury Division	542,718	62.80	N.A.	——	51,620	5.97	36,029	4.17	N.A.	——
Bobcat	N.A.	——	N.A.	——	N.A.	——	4,072	8.10	N.A.	——
Capri	N.A.	——	N.A.	——	N.A.	——	20,046	18.20	N.A.	——
Zephyr	46,264	36.90	N.A.	——	N.A.	——	11,911	9.50	N.A.	——
Monarch	41,733	55.00	N.A.	——	455	0.60	N.A.	——	N.A.	——
Cougar/XR7	170,279	98.90	N.A.	——	9,496	5.50	N.A.	——	N.A.	——
Mercury	106,022	75.30	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Lincoln	91,118	98.40	N.A.	——	13,242	14.30	N.A.	——	N.A.	——
Versailles	21,007	100.00	N.A.	——	2,836	13.50	N.A.	——	N.A.	——
Mark V	66,295	87.30	N.A.	——	25,591	33.70	N.A.	——	N.A.	——
GENERAL MOTORS	1,598,218	31.01	9,643	0.19	93,352	1.81	16,346	0.32	187,161	3.63
Buick Division	336,401	46.25	N.A.	——	21,008	2.89	757	0.01	4,237	0.58
Skyhawk	N.A.	——	N.A.	——	N.A.	——	757	3.30	N.A.	——
'79 Skylark	9,830	33.90	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Century	2,655	4.80	N.A.	——	53	0.10	N.A.	——	N.A.	——
Regal	120,218	44.00	N.A.	——	6,754	2.50	N.A.	——	4,237	1.50
Buick	170,330	58.00	N.A.	——	6,154	2.10	N.A.	——	N.A.	——
Riviera	33,368	63.90	N.A.	——	8,047	15.40	N.A.	——	N.A.	——
Cadillac Division	311,810	81.82	N.A.	——	28,414	7.46	N.A.	——	N.A.	——
Seville	42,200	78.89	N.A.	——	6,239	11.66	N.A.	——	N.A.	——
Cadillac	232,407	89.32	N.A.	——	10,750	4.13	N.A.	——	N.A.	——
Eldorado	37,203	55.16	N.A.	——	11,425	16.94	N.A.	——	N.A.	——
Chevrolet Division	241,857	10.66	N.A.	——	13,895	0.61	9,810	0.43	97,027	4.28
Chevette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Monza	9,324	5.70	N.A.	——	N.A.	——	6,066	3.70	N.A.	——
Camaro	5,369	1.90	N.A.	——	N.A.	——	N.A.	——	33,627	11.90
Citation	N.A.	——	N.A.	——	N.A.		3,744	2.00	N.A.	——
Sportvan	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Malibu/Chevelle	40,045	10.60	N.A.	——	756	0.20	N.A.	——	N.A.	——
Monte Carlo	90,856	32.20	N.A.	——	7,054	2.50	N.A.	——	9,593	3.40
Chevrolet	96,263	17.40	N.A.	——	6,085	1.10	N.A.	——	N.A.	——
Corvette	N.A.	——	N.A.	——	N.A.	——	N.A.	——	53,807	100.00
Oldsmobile Division	521,591	51.55	9,643	0.95	18,610	1.84	N.A.	——	10,657	1.05
Starfire	N.A.	——	N.A.	——	N.A.	——	N.A.	——	N.A.	——
'79 Omega	4,043	27.30	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Cutlass	234,973	46.30	9,643	1.90	N.A.	——	N.A.	——	10,657	2.10
Oldsmobile	256,159	61.10	N.A.	——	10,114	2.40	N.A.	——	N.A.	——
Toronado	26,416	52.80	N.A.	——	8,496	17.00	N.A.	——	N.A.	——
Pontiac Division	186,559	24.38	N.A.	——	11,425	1.49	5,779	0.76	75,240	9.83
Sunbird	10,812	11.05	N.A.	——	N.A.	——	5,779	5.91	N.A.	——
'79 Phoenix	6,997	28.10	N.A.	——	N.A.	——	N.A.	——	N.A.	——
Firebird	N.A.	——	N.A.	——	N.A.	——	N.A.	——	69,019	32.64
LeMans	14,685	13.03	N.A.	——	372	0.33	N.A.	——	N.A.	——
Grand Prix	72,157	51.85	N.A.	——	6,304	4.53	N.A.	——	6,221	4.47
Pontiac	81,908	45.71	N.A.	——	4,749	2.65	N.A.	——	N.A.	——
VOLKSWAGEN	N.A.	——	4,032	3.00	N.A.	——	N.A.	——	N.A.	——
Total Cars, U. S.	3,346,118	35.80	4,032	0.01	166,593	1.78	150,836	1.61	198,071	2.12

NOTE: Installation numbers are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were sourced only in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79 model-only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Continued from Page 72

Vinyl roofs accounted for 35.80 percent of domestic car output in '79, equal to 3,346,118 units. This was down from 41.70 percent, or 3,813,119 in '79.

T-roofs went on some 198,071 cars, largely sporty models like Firebird Camaro and Corvette.

Behind them, pop-up sunroofs enjoyed a growing popularity because of their suitability for small cars. About 150,836 domestic models featured the pop-up option.

Electric sliding roofs, more suitable for larger sized more expensive models, ended up on 166,593 cars, equal to 1.78 percent of output.

Manual sliding sunroofs appear to be on the wane, accounting for only 4,032 units, or 0.01 percent of production.

Bucket seats and adjustable steering columns both benefit from the sharp swing toward small cars.

Industrywide, bucket-style seats were installed in 2,848,523 cars, equal to 30.48 percent. That was up from 2,249,711, or 24.60 percent the previous year.

Adjustable steering columns likewise were installed in 3,823,670 cars, equal to 40.91 percent of production. That was up from 3,568,850, or 39.03 percent in '78.

Radial tires, whether of steel or fiberglass construction, continued to gain popularity in '79.

Steel radials showed a slight increase, accounting for about three-fourths of the cars built. But glass-belted radials had the greatest surge in popularity — at the expense of older-style bias belted tires which are clearly on the way out.

Industrywide, auto firms installed steel radials on 75.22 percent of their cars, up from 73.98 percent. Actual number was 7,029,705 cars against 6,765,427 in '78.

Fiberglass tires caught on even more rapidly.

Auto firms equipped 16.93 percent of their cars with these type tires, equal to 1,581,983 units.

At GM, they accounted for 11.61 percent of cars built, up from 3.39 percent in '78. At Ford, they weren't available. But at Chrysler their penetration reached 82.04 percent, up from 49.13 percent. At AMC their penetration reached 30.53 percent, up from 14.27 percent in '78.

Like Ford, Volkswagen didn't offer fiberglass tires on its cars.

Bias-belted tires, meanwhile, accounted for only 7.85 percent of production, down from 16.03 percent in '78.

MODELS: 1942-1980

Number of models offered by U.S. auto makers, 1942 to 1980

1942	276	1963	336
1946	160	1964	336
1947	182	1965	348
1948	201	1966	368
1949	205	1967	370
1950	243	1968	368
1951	243	1969	365
1952	224	1970	375
1953	210	1971	341
1954	240	1972	297
1955	216	1973	304
1956	232	1974	302
1957	245	1975	325
1958	263	1976	294
1959	239	1977	275
1960	244	1978	259
1961	260	1979	247
1962	296	1980	251

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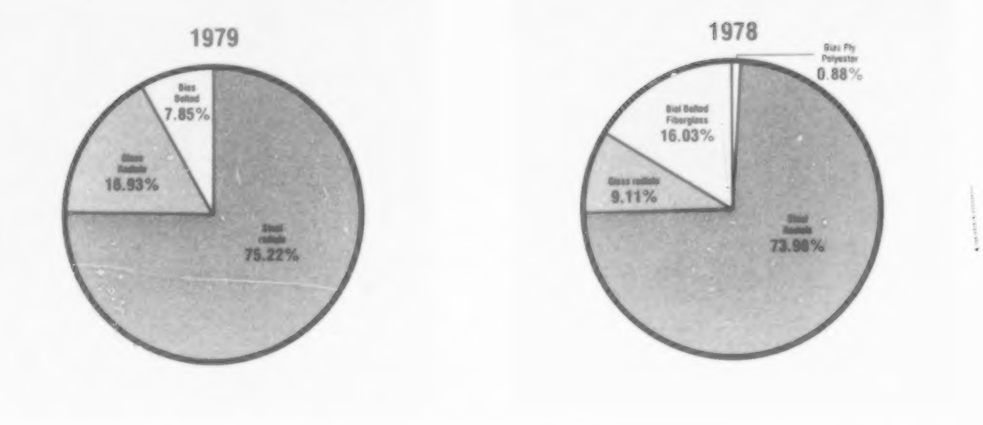
Factory Tire Installations by Type



TIRE OPTIONS ON '79 MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	26,671	15.74	51,729	30.53	91,039	53.73	128,661	75.93
Concord	17,485	17.00	28,490	27.70	56,878	55.30	77,140	75.00
Pacer	2,309	22.60	7,906	77.40	NA	......	9,806	96.00
Spirit	6,877	12.20	15,333	27.20	34,161	60.60	41,715	74.00
CHRYSLER CORP.	113,028	9.95	931,971	82.04	90,966	8.01	1,039,758	91.53
C-P Total	73,779	10.58	573,312	82.21	50,255	7.21	647,482	92.85
Horizon	24,089	14.80	138,674	85.20	NA	......	162,763	100.00
Voyager	490	6.40	5,559	72.60	1,608	21.00	NA	......
Volare	8,178	3.90	152,861	72.90	48,647	23.20	180,330	86.00
Cordoba	10,386	11.80	77,629	88.20	NA	......	87,751	99.70
Chrysler	16,116	16.00	84,610	84.00	NA	......	90,452	89.80
LeBaron	14,520	11.30	113,979	88.70	NA	......	126,186	98.20
Dodge Total	39,249	8.95	358,659	81.77	40,711	9.28	392,276	89.43
Omni	20,656	14.60	120,821	85.40	NA	......	141,477	100.00
St. Regis	4,372	12.50	30,601	87.50	NA	......	32,419	92.70
Diplomat	5,085	8.10	57,696	91.90	NA	......	61,023	97.20
Sportsman	1,603	6.30	12,140	47.70	11,707	46.00	NA	......
Aspen	4,164	2.90	110,416	76.90	29,004	20.20	127,215	88.60
Magnum	3,369	11.10	26,985	88.90	NA	......	30,142	99.30
FORD MOTOR	2,469,737	89.71	NA	......	283,241	10.29	2,357,333	85.63
Ford Division	1,634,380	86.53	NA	......	254,434	13.47	1,564,373	82.82
Pinto	117,023	58.80	NA	......	81,995	41.20	129,360	65.00
Must./Must. II	254,146	68.70	NA	......	115,790	31.30	280,781	75.90
Fairmont	375,203	94.90	NA	......	20,164	5.10	326,968	82.70
Club Wagon	10,392	31.00	NA	......	36,485	69.00	25,645	48.50
Granada	182,376	100.00	NA	......	NA	......	160,126	87.80
LTD II	48,564	100.00	NA	......	NA	......	34,383	70.80
T-Bird	284,141	100.00	NA		NA	......	278,742	98.10
Ford	356,535	100.00	NA		NA	......	328,368	92.10
L-M Division	835,357	96.67	NA		28,807	3.33	792,960	91.76
Bobcat	50,266	100.00	NA		NA	......	40,062	79.70
Capri	89,988	81.70	NA		20,156	18.30	71,263	64.70
Zephyr	116,726	93.10	NA		8,651	6.90	114,595	91.40
Monarch	75,879	100.00	NA		NA	......	70,567	93.00
Cougar/XR-7	172,152	100.00	NA		NA	......	169,225	98.30
Mercury	140,800	100.00	NA		NA	......	137,702	97.80
Lincoln	92,600	100.00	NA		NA	......	92,600	100.00
Versailles	21,007	100.00	NA		NA	......	21,007	100.00
Mark V	75,939	100.00	NA		NA	......	75,939	100.00
GEN. MOTORS	4,292,555	83.28	598,293	11.61	263,464	5.11	4,900,697	95.08
Buick Division	687,215	94.49	15,994	2.20	24,066	3.31	708,298	97.39
Skyhawk	19,251	83.28	NA		3,888	16.80	20,085	86.80
Skylark	8,848	30.50	NA		20,178	69.50	28,115	96.90
Century	43,295	77.50	12,542	22.50	NA	......	51,093	91.50
Regal	273,365	100.00	NA		NA	......	269,297	98.50
Buick	290,275	98.80	3,452	1.20	NA	......	287,527	97.90
Riviera	52,181	100.00	NA		NA	......	52,181	100.00
Cadillac Division	381,113	100.00	NA		NA	......	381,113	100.00
Seville	53,487	100.00	NA		NA	......	53,487	100.00
Cadillac	260,190	100.00	NA		NA	......	260,190	100.00
Eldorado	67,436	100.00	NA		NA	......	67,436	100.00
Chevrolet Division	1,615,409	71.20	516,490	22.76	130,928	6.04	2,116,497	93.29
Chevette	30,679	9.00	310,198	91.00	NA	......	314,970	92.40
Monza	47,710	29.10	NA	......	116,243	70.90	157,723	96.20
Camaro	275,517	97.50	NA	......	7,065	2.50	272,692	96.50
'80 Citation	100,128	53.50	87,101	46.50	NA	......	159,340	89.10
Sportvan	11,935	43.90	1,631	6.00	13,620	50.10	16,529	60.80
Malibu/Chevelle	265,207	70.20	112,581	29.80	NA	......	341,898	90.50
Monte Carlo	282,163	100.00	NA	......	NA	......	277,648	98.40
Chevrolet	548,263	99.10	4,979	0.90	NA	......	524,473	94.80
Corvette	53,807	100.00	NA	......	NA	......	51,224	95.20
Oldsmobile Division	970,502	95.91	15,225	1.50	26,178	2.59	953,365	94.21
Starfire	5,593	27.60	NA	......	14,706	72.40	14,706	72.40
Omega 79-80	4,027	27.20	NA	......	10,784	72.80	14,456	97.60
Cutlass	492,276	97.00	15,225	3.00	NA	......	484,171	95.60
Oldsmobile	418,550	99.80	NA	......	688	0.20	388,976	92.80
Toronado	50,056	100.00	NA	......	NA	......	50,056	100.00
Pontiac Division	638,316	83.42	50,574	6.61	76,292	9.97	741,424	96.90
Sunbird	33,818	34.58	NA	......	63,952	65.41	95,930	98.12
'79 Phoenix	12,560	50.44	NA	......	12,340	49.56	24,150	96.99
Firebird	204,281	96.61	7,173	3.39	NA	......	202,721	95.87
LeMans	70,270	62.35	42,433	37.65	NA	......	106,763	94.73
Grand Prix	139,165	100.00	NA	......	NA	......	136,827	98.32
Pontiac	178,222	99.46	968	0.54	NA	......	175,033	97.68
VOLKSWAGEN	127,714	96.10	NA	......	5,108	3.80	NA	......
Total Cars, U.S.	7,029,705	75.22	1,581,983	16.93	733,818	7.85	8,426,449	90.17

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

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TURBOCHARGER OPTIONS AVAILABLE ON U. S. CARS

	Base Price	Engine Type	Displacement (Liters Cu. In.)	Fuel Delivery	Compression Ratio	Horsepower	Torque	Maximum Boost (Lbs. Sq. In.)	Standard Trans.	Optional Trans.
FORD MOTOR										
Ford Mustang, Mercury Capri	$5,681; $6,155	L-4	2.3/140	2V	9.0	120 @ 5500*	137 @ 3500*	6	M-4	M-5 A-3
Ford Fairmont, Mercury Zephyr	$5,596; $5,992	L-4	2.3/140	2V	9.0	120 @ 5500*	137 @ 3500*	6	A-3	None
GENERAL MOTORS										
Buick: Riviera 'S'	$12,433	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
LeSabre Sport Coupe	$8,181	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Regal Sport Coupe	$7,391	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Century Turbo Coupe	$6,342	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Chevrolet: Monte Carlo	$7,074	V-6	3.8/231	4V	8.0	170 @ 4000	265 @ 2400	8	A-3	None
Pontiac: TransAm, Firebird Formula	$7,655; $7,611	V-8	4.9/301	4V	7.6	210 @ 4000	345 @ 2000	9	A-3	None
AUDI—5000 Turbo	$17,000*	L-5	2.2/134	F.I.	7.0	130 @ 5400	142 @ 3000	7.9*	A-3	None
MERCEDES-BENZ—300SD (Diesel)	$30,632	L-5	3.0/183	F.I.	21.5	120 @ 4350	170 @ 2400	11	A-4	None
PORSCHE—924 Turbo	$20,875	L-4	2.0/121	F.I.	7.5	143 @ 5500	147 @ 6000	7.6	M-5	None
SAAB—900 Turbo	$13,195	L-4	2.0/121	F.I.	7.2	135 @ 4800	160 @ 3500	8.5	M-5	None

*—Estimate

SOUND EQUIPMENT OPTIONS ON 1979 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio	Percent of Output	AM/FM Stereo Radio	Percent of Output	Tape Player w/Radio	Percent of Output	Tape Player w/o Radio	Percent of Output	CB Radio	Percent of Output
AMERICAN MOTORS	66,373	39.17	N.A.	——	38,393	22.66	552	0.33	N.A.	——	398	0.24
Concord	39,187	38.10	N.A.	——	23,553	22.90	N.A.	——	N.A.	——	N.A.	——
Pacer	2,890	28.30	N.A.	——	3,453	33.80	552	5.40	N.A.	——	398	3.90
Spirit	24,296	43.10	N.A.	——	11,387	20.20	N.A.	——	N.A.	——	N.A.	——
CHRYSLER CORP.	451,425	39.74	294,657	25.94	269,784	23.75	86,011	7.57	N.A.	——	7,215	0.64
Chrysler-Plymouth Total	264,589	37.94	172,770	24.78	187,812	20.93	63,889	9.16	N.A.	——	4,949	0.64
Horizon	73,894	45.40	69,988	43.00	18,881	11.60	N.A.	——	N.A.	——	N.A.	——
Voyager	2,236	29.20	1,570	20.50	1,730	22.60	528	6.90	N.A.	——	207	2.70
Volare	135,038	64.40	30,195	14.40	9,645	4.60	2,935	1.40	N.A.	——	210	0.10
Cordoba	9,945	11.30	16,282	18.50	52,633	59.80	22,708	25.80	N.A.	——	1,584	1.80
Chrysler	12,893	12.80	17,727	17.60	60,334	59.90	25,382	25.20	N.A.	——	2,820	2.80
LeBaron	30,583	23.80	37,008	28.80	44,589	34.70	12,336	9.60	N.A.	——	128	0.10
Dodge Total	186,836	21.23	121,887	13.85	81,972	9.31	22,122	2.51	N.A.	——	2,266	0.26
Omni	62,391	44.10	59,420	42.00	19,524	13.80	N.A.	——	N.A.	——	N.A.	——
St. Regis	6,889	19.70	8,218	23.50	13,639	39.00	2,903	8.30	N.A.	——	664	1.90
Diplomat	15,005	23.90	23,794	37.90	16,511	26.30	4,395	7.00	N.A.	——	63	0.10
Sportsman	7,635	30.00	3,868	15.20	5,777	22.70	1,502	5.90	N.A.	——	636	2.50
Aspen	91,607	63.80	20,820	14.50	9,189	6.40	2,728	1.90	N.A.	——	144	0.10
Magnum	3,309	10.90	5,767	19.00	17,332	57.10	10,594	34.90	N.A.	——	759	2.50
FORD MOTOR	730,692	26.54	195,984	7.12	635,473	23.08	559,617	20.33	N.A.	——	69,657	2.53
Ford Division	595,470	31.53	140,229	7.42	418,554	22.16	252,793	13.30	N.A.	——	13,213	0.70
Pinto	120,406	60.50	13,732	6.90	7,762	3.90	4,179	2.10	N.A.	——	N.A.	——
Mustang/Mustang II	79,536	21.50	29,965	8.10	65,109	17.60	62,889	17.00	N.A.	——	N.A.	——
Fairmont	149,844	37.90	37,164	9.40	59,700	15.10	20,559	5.20	N.A.	——	N.A.	——
Club Wagon	14,806	28.00	3,384	6.40	13,642	25.80	9,729	18.40	N.A.	——	2,221	4.20
Granada	65,655	36.00	17,508	9.60	34,651	19.00	9,484	5.20	N.A.	——	547	0.30
LTD II	18,794	38.70	3,011	6.20	10,149	20.90	5,099	10.50	N.A.	——	339	0.70
Thunderbird	46,599	16.40	11,934	4.20	111,667	39.30	96,608	34.00	N.A.	——	5,115	1.80
Ford	99,830	28.00	23,531	6.60	115,874	32.50	44,246	12.41	N.A.	——	4,991	1.40
Lincoln Mercury Division	135,222	15.65	55,755	6.45	216,919	25.10	306,824	35.51	N.A.	——	56,444	6.53
Bobcat	31,969	63.60	5,831	11.60	2,966	5.90	1,558	3.10	N.A.	——	N.A.	——
Capri	17,403	15.80	9,693	8.80	22,029	20.00	24,232	22.00	N.A.	——	N.A.	——
Zephyr	38,240	30.50	15,923	12.70	20,687	16.50	13,039	10.40	N.A.	——	N.A.	——
Monarch	22,233	29.30	9,333	12.30	15,100	19.90	7,968	10.50	N.A.	——	380	0.50
Cougar/XR7	11,297	6.60	7,232	4.20	54,987	31.90	55,161	32.00	N.A.	——	3,547	2.11
Mercury	14,080	10.00	N.A.	——	55,053	39.10	48,153	34.20	N.A.	——	7,462	5.30
Lincoln	N.A.	——	4,630	5.00	16,205	17.50	71,765	77.50	N.A.	——	24,632	26.60
Versailles	N.A.	——	N.A.	——	21,007	100.00	21,007	100.00	N.A.	——	3,109	14.80
Mark V	N.A.	——	3,113	4.10	8,885	11.70	63,941	84.20	N.A.	——	17,314	22.80
GENERAL MOTORS	1,575,253	30.56	640,515	12.43	1,405,365	27.27	926,230	17.97	N.A.	——	24,414	4.19
Buick Division	125,914	17.31	82,809	11.39	223,498	30.73	163,928	22.54	N.A.	——	19,607	2.69
Skyhawk	12,455	53.80	5,593	24.20	3,228	14.00	1,863	8.00	N.A.	——	N.A.	——
'79 Skylark	13,652	47.00	6,231	21.50	1,323	4.60	1,222	4.20	N.A.	——	N.A.	——
Century	24,038	43.10	11,775	21.10	8,776	15.70	3,124	5.60	N.A.	——	N.A.	——
Regal	45,592	16.70	31,962	11.70	97,293	35.60	35,645	13.00	N.A.	——	1,275	0.50
Buick	30,177	10.30	27,248	9.30	112,878	38.40	87,809	29.90	N.A.	——	12,077	4.10
Riviera	N.A.	——	N.A.	——	17,916	34.30	34,265	65.70	N.A.	——	6,255	12.00
Cadillac Division	N.A.	——	N.A.	——	381,113	100.00	226,108	59.33	N.A.	——	141,615	37.16
Seville	N.A.	——	N.A.	——	53,487	100.00	42,884	80.17	N.A.	——	10,900	20.37
Cadillac	N.A.	——	N.A.	——	260,190	100.00	129,423	49.74	N.A.	——	110,402	42.43
Eldorado	N.A.	——	N.A.	——	67,436	100.00	53,801	79.77	N.A.	——	20,313	30.12
Chevrolet Division	1,064,328	46.91	354,798	15.64	266,786	11.76	193,599	8.53	N.A.	——	16,669	0.73
Chevette	268,270	78.70	54,199	15.90	7,158	2.10	N.A.	——	N.A.	——	N.A.	——
Monza	123,293	75.20	23,609	14.40	8,689	5.30	6,886	4.20	N.A.	——	N.A.	——
Camaro	61,885	21.90	31,084	11.00	38,431	13.60	56,799	20.10	N.A.	——	1,413	0.50
'80 Citation	124,607	66.60	34,721	18.50	23,988	12.80	219	0.10	N.A.	——	903	0.50
Sportvan	7,775	28.60	4,703	17.30	4,459	16.40	2,311	8.50	N.A.	——	435	1.60
Malibu/Chevelle	196,828	52.10	57,046	15.10	25,689	6.80	12,089	3.20	N.A.	——	755	0.20
Monte Carlo	88,035	31.20	43,735	15.50	47,121	16.70	29,345	10.40	N.A.	——	1,128	0.40
Chevrolet	193,635	35.00	102,903	18.60	101,243	18.30	49,792	9.00	N.A.	——	7,192	1.30
Corvette	N.A.	——	2,798	5.20	10,008	18.60	36,158	67.20	N.A.	——	4,843	9.00
Oldsmobile Division	176,748	17.47	100,880	9.97	347,115	34.30	203,187	20.08	N.A.	——	25,908	2.56
Starfire	10,885	53.60	4,305	21.20	3,322	16.40	1,789	8.80	N.A.	——	N.A.	——
'79 Omega	7,346	49.60	3,081	20.80	1,392	9.40	489	3.30	N.A.	——	N.A.	——
Cutlass	119,770	23.60	63,945	12.60	137,025	27.00	72,065	14.20	N.A.	——	3,553	0.70
Oldsmobile	38,749	9.20	29,549	7.05	192,426	45.90	96,568	23.03	N.A.	——	17,525	4.20
Toronado	N.A.	——	N.A.	——	12,950	25.90	32,276	64.40	N.A.	——	4,830	9.70
Pontiac Division	208,263	27.22	102,028	13.33	186,853	24.42	139,408	18.21	N.A.	——	7,615	0.99
Sunbird	67,659	69.23	18,076	18.49	8,178	8.36	3,857	3.94	N.A.	——	N.A.	——
'79 Phoenix	11,374	45.68	5,767	23.16	3,523	14.15	N.A.	——	N.A.	——	N.A.	——
Firebird	29,576	13.99	13,775	6.51	41,666	19.70	73,703	34.86	N.A.	——	2,090	0.99
LeMans	45,893	40.72	22,811	20.24	20,647	18.32	6,176	5.48	N.A.	——	507	0.45
Grand Prix	26,219	18.84	16,978	12.20	44,227	31.78	24,117	17.33	N.A.	——	1,183	0.85
Pontiac	27,542	15.37	24,621	13.74	68,612	38.29	31,555	17.61	N.A.	——	3,835	2.14
VOLKSWAGEN	35,714	26.90	61,510	46.30	28,226	21.20	2,262	1.70	N.A.	——	N.A.	——
Total Cars, U.S.	2,859,457	30.60	1,192,666	12.76	2,377,241	25.44	1,574,672	16.85	N.A.	——	288,684	3.09

NOTE: Installation members are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp. 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravalles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Phontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Washington: Regulators and the industry learning to live with one another

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — There may be gloom in Detroit this year, but the beginning of the decade of the '80s could well be heralding a turning point in the industry's relationship with the government. An era of contentiousness may be ending, to be replaced by one of mutual understanding, if not cooperation.

Where industry and government once stood toe-to-toe each now appears willing to step back a bit and take another look at the situation.

The first inklings of this new tenor came late last year when newly appointed Secretary of Transportation Neil Goldschmidt went to Detroit to tell the auto makers that he was dropping his predecessors' plans to "reinvent the car" in favor of a joint government-industry research effort in automotive propulsion technology.

Then came the Chrysler Corp.'s crises, Ford Motor Co.'s record losses in the U.S. and GM's declining financial position. Suddenly a Congress only recently scornful turned concerned and by spring there was even talk in Congress of protecting Detroit from the wave of fuel-efficient Japanese models pouring over the shoreline.

At the EPA tough new particulate emissions regulations that might have meant the end for the fuel-efficient diesel engine were being delayed and waivers from stringent oxides of nitrogen standards were also being handed out.

At NHTSA, a decision was being made to postpone for the time being new fuel economy standards for 1983 and later model year trucks and to set 1982 standards for the vehicles at levels that had originally been considered for 1981.

And in Detroit the auto makers eased up somewhat in their criticism of government regulations, with GM President Pete Estes even going so far as to say his company would probably beat the 1985 fuel economy standard of 27.5 MPG.

FUEL ECONOMY STANDARDS

Passenger cars have the following average fuel economy standards:

1978—18 MPG, 1979—19 MPG, 1980—20 MPG, 1981—22 MPG, 1982—24 MPG, 1983—26 MPG, 1984—27 MPG, 1985—27.5 MPG.

The automakers have petitioned the agency to change the fuel economy standard for 1981 to 1984 from a 2 MPG progression to a 1 MPG progression.

Light trucks and vans have the following average fuel economy standards:

1981—16.7 MPG for two - wheel drive vehicles, 15.0 MPG for four-wheel drive vehicles.

1982—18 MPG for two-wheel drive vehicles. 16 MPG for four-wheel drive vehicles.

The NHTSA is now at work developing fuel economy standards for the 1982-86 model years. The 1982-84 MPG proposal is expected this summer. The 1984-86 MPG proposals not until next year.

Any standard for '86 through '88 models will be proposed in March, 1982, and set in August, 1982.

Proposed standards for '86-'88 models may be proposed March, 1981 with the final rule by August, 1981.

EMISSION STANDARDS

The new emission standards for passenger cars, as established by August, 1977, amendments to the Clean Air law, are as follows:

Model Year	Hydro-carbons	Carbon Monoxide	Nitrogen Oxides
1978-79	1.5	15	2.0
1980	0.41	7	2.0
1981 and beyond	0.41	3.4*	1.0**

* Can be waived by EPA Administrator to 7.0.
** Can be waived by EPA Administrator to 1.5 for innovative technology.

Several domestic and foreign makers, most notably Chrysler Corp., have received two-year waivers from the 1981 CO standard. Several other makers, including GM with a request for a variable-displacement V-8 for its Cadillacs are awaiting decisions.

General Motors, Mercedes-Benz and Volvo have received two year waivers from the 1.0 NOx standard for their diesels. Peugeot and Volkswagen, both of whom were denied waivers for their diesels, have repetitioned the agency.

The EPA has established particulate emission standards for light duty diesel engines that will require them to emit not more than 0.6 grams per mile by the 1982 model year and no more than 0.2 gpm by the 1985 model year.

The law keeps 0.4 NOx as a research goal. EPA is to report to Congress by July 1, 1980 on the need for a 0.4 NOx standard to protect health and the cost and technology capable of meeting 0.4 NOx.

EPA is authorized to grant California a waiver from federal preemption for a set of standards which "in the aggregate" protect public health and welfare as well as the federal standards.

EPA has proposed voluntary high-altitude emission standards for 1981 models and mandatory ones for 1982 and 1983. The 1982-83 standard would be 0.57 HC/7.8 CO/1.0 NOx. Light trucks would need to meet standards of 2 HC/26 CO/2.3 NOx in 1982 and 1 HC/14 CO and a NOx standard to be set when EPA finalizes its 1983 light truck low-altitude emission standards. In 1984 all vehicles must meet the low-altitude standards regardless of what altitude they are sold or operated at.

EPA is required to set maintenance instruction regulations for owners manuals.

If EPA sets regulations limiting emissions during vehicle refueling, then it must set fill pipe standards.

EPA must examine feasibility and desirability of on-board hydrocarbon control technology, comparing it with vapor recovery systems, and if feasible and desirable set regulations taking into account cost and leadtime.

Emission standards for light-duty trucks (8,500 GVWR) in 1979 and 1980 are 1.7 HC/18 CO/2.3 NOx. The proposed standards for 1981 and later were expected at press time. They would constitute a 90 percent reduction from the base levels.

EPA has proposed 1983 light-duty truck emission standards of 0.8 HC/10 CO/ and an unspecified NOx standard. It is also calling for an idle HC standard of 970 RPM HC and a 0.47 CO standard. The agency is also proposing to change the Selective Enforcement Audit pass fail ratio from 60/40 to 90/10 and change the useful life definition of light duty trucks from 5 years/50,000 miles to either the first engine rebuild or scrap of the engine.

EPA has finalized its 1984 and later model year heavy-duty vehicle emission standards to require that they meet standards of 1.3 grams/BHP-hr HC, 15.5 g/BHP hr CO, and 10.7 g/BHP-hr NOx under a new transient test procedure. They must also meet an idle CO standard of 0.47 percent. Heavy duty diesel engines need not meet these standards until 1985 but if they so decide they must meet standards of 0.5 g/BHP-hr 15.5 g/BHP-hr CO and 9.0 g/BHP-hr NOx in 1984 using the current 13-mode steady state procedures. Normally aspirated diesel will have to eliminate all crankcase emissions by 1984. Turbocharged models would not. The SEA pass fail rate has been changed from 60/40 to 90/10 and the useful life definition has been changed to the first engine rebuild or retirement. A heavy-duty engine particulate standard is now being drafted and will be applied in the 1985 model year. MVMA, Chrysler, Ford and GM have now sued to prevent the EPA from enforcing these heavy duty emissions regulations.

SAFETY STANDARDS

Standard 101—control location, identification and illumination.
Standard 102—transmission shift lever sequence, starter interlock, and transmission braking effect.
Standard 103—windshield defrosting and defogging systems.
Standard 104—windshield wiping and washing systems.
Standard 105-75—hydraulic brake systems.
Standard 106—hydraulic brake hoses.
Standard 107—reflecting surfaces.
Standard 108—lamps, reflective devices and associated equipment.
Standard 109—new pneumatic tire for passenger cars.
Standard 110—tire selection and rims for passenger cars.
Standard 111—rearview mirrors.
Standard 112—headlamp concealment devices.
Standard 113—hood latch systems.
Standard 114—theft protection.
Standard 115—vehicle identification number.
Standard 116—hydraulic brake fluids.
Standard 117—retreaded pneumatic tires for passenger cars.
Standard 118—power operated windows.
Standard 119—new pneumatic tires for other than passenger cars.
Standard 120—tire selection and rims for vehicles other than passenger cars.
Standard 121—airbrake systems for trucks, buses, and trailers.
—Standard 121 is in litigation.
Standard 122—motorcycle brake systems.
Standard 123—motorcycle controls and displays.
Standard 124—accelerator control systems.
Standard 125—warning devices.
Standard 126—truck-camper loading.
Standard 130—airbrake systems for trucks, buses, and trailers. Courts voided the anti-lock provisions of this standard, previously known as Standard 121.
Standard 201—occupant protection in interior impact.
Standard 202—head restraints.
Standard 203—impact protection for driver from steering control system.
Standard 204—steering control rearward displacement.
Standard 205—glazing materials.
Standard 206—door locks and door retention compartments.
Standard 207—seating systems.
Standard 208—Occupant crash protection. This standard requires that by 1982 full size passenger cars must be fitted with either an air cushion system or a passive belt system. By the 1983 model year intermediate size passenger cars must be fitted with either of the restraints and by the 1983 model year all new passenger cars must be fitted with passive restraint systems. The U. S. District Court of Appeals recently upheld the standard but an appeal to the Supreme Court is expected to be made.
Standard 209—seat-belt assemblies.
Standard 210—seat-belt assembly anchorages.
Standard 211—wheel nuts, wheel discs and hub caps.
Standard 212—windshield mounting.
Standard 213—child seating systems.
Standard 214—side door strength.
Standard 215—exterior protection. (Manufacturers have the option of meeting safety standard 215 or the new property damage standard issued under Title I of the 1972 Motor Vehicle Information and Cost Savings Act, until September 1, 1978. The "no-damage" standard to become effective September 1, 1979 allows only limited damage to the bumper face bar).
Standard 216—roof crash resistance.
Standard 217—bus window retention and release.
Standard 218—motorcycle helmets.
Standard 219—windshield zone intrusion.
Standard 220—school bus rollover protection.
Standard 221—school bus body joint strength.
Standard 222—school bus passenger seating.

Standard 301—fuel system integrity.
Standard 302—flammability of interior materials.

The NHTSA five-year plan sets priorities for safety: Side impact protection; extending passenger car standards to cover light trucks, van, and multipurpose passenger vehicles; reducing pedestrian fatalities; upgrading brakes on all vehicles. Although the plan will be updated periodically, the present program calls for consolidating all occupant protection standards, with testing at various speeds, and a new test dummy. Plans also call for extending passive protection to all vehicles under 10,000 GVWR except motorcycles.

NHTSA also has under active consideration: Elimination of exterior protrusions; truck underride; tire traction and low pressure warning for tires; direct field of view and upgrading of rearview mirrors; rear lighting and signalling; brake inspectability, and dynamic testing for active seatbelts.

NHTSA has adopted a change to its side-impact protection standard that will allow manufacturers to leave the front seats in the car when testing for crush resistance. It rejected a petition from Fiat to establish a rust standard.

Standards 201, 203 and 205 have been extended to light trucks and vans and there is talk of extending the passive restraint standard (208) also.

EPA mileage figures for '80 models

TWO-SEATERS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
25	Fiat X1/9	91	M5	2
22	Fiat Spider 2000	122	M5	2
22	Triumph Spitfire	91	M4 (OD)	1
21	Datsun 280ZX	168	M5	FI
21	Fiat Spider 2000	122	A3	2
21	Triumph Spitfire	91	M4	1
21	Triumph TR	122	M5	2
20	Datsun 280ZX	168	A3	FI
19	Datsun 280ZX	168	A3	FI
19	Porsche 924 Turbo	121	M5	FI
17	Mazda RX-7	70	M5	4
16	Mazda RX-7	70	A3	4
16	Mazda RX-7	70	M4	4
16	MG MGB	110	M4	1
16	MG MGB	110	M4 (OD)	1
14	Chevrolet Corvette	350	A3	4
14	Triumph TR	215	M5	2

MINICOMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
36	Honda Civic	91	M5	3
35	Honda Civic	91	M4	3
30	Renault Le Car	85	M4	2
29	Dodge Celeste	98	A3	2
29	Dodge Celeste	98	M5	2
29	Honda Civic	91	S2	3
29	Plymouth Arrow	98	M5	2
29	Plymouth Arrow	98	A3	2
24	Ford Pinto	140	M4	2
24	Mercury Bobcat	140	M4	2
23	Dodge Celeste	156	A3	2
23	Plymouth Arrow	156	A3	2
22	Dodge Celeste	156	M5	2
22	Ford Pinto	140	A3	2
22	Mercury Bobcat	140	A3	2
22	Plymouth Arrow	156	M5	2

SUBCOMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. or fuel inject.
42	VW Rabbit Diesel	90	M5	FI
40	VW Rabbit Diesel	90	M4	FI
37	Dodge Colt	86	M4	2
37	Plymouth Champ	86	M4	2
36	VW Dasher Diesel	90	M4	FI
35	Dodge Colt	86	M4x2	2
35	Plymouth Champ	86	M4x2	2
33	Dodge Colt	98	M4x2	2
33	Plymouth Champ	98	M4x4	2
33	Toyota Tercel	89	M4	2
31	Datsun 210	75	M4	2
31	Datsun 210	85	M4	2
31	Datsun 210	85	M5	2
31	Datsun 310	85	M4	2
31	Datsun 310	85	M5	2
31	Datsun 510	119	M5	2
31	Toyota Tercel	89	M5	2
30	Datsun 510	119(CA)	M5	2
30	Datsun 510	119	M4	2
30	Dodge Colt	98	A3	2
30	Mazda GLC	86(CA)	M5	2
30	Plymouth Champ	98	A3	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 210	85(CA)	M5	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 310	85(CA)	M5	2
29	Datsun 310	85(CA)	M4	2
29	Datsun 510	119(CA)	M4	2
29	Mazda GLC	86(CA)	M4	2
29	Toyota Tercel	89	A3	2
28	Datsun 200SX	119	M5	FI
28	Datsun 210	91	A3	2
28	Datsun 510	119	A3	2
28	Toyota Corolla	108	M4	2
27	Datsun 200SX	119(CA)	M5	FI
27	Datsun 510	119(CA)	A3	2
27	Mazda GLC	86	A3	2
27	Toyota Corolla	108	M5	2
26	Chev. Chevette	98	M4	2
26	Datsun 200SX	119	A3	FI
26	Datsun 210	91(CA)	A3	2
26	Toyota Corolla	108	A3	2
25	Chev. Chevette	98	A3	2
25	Datsun 200SX	119(CA)	A3	FI
25	VW Rabbitt	97	M5	FI
25	VW Scirocco	97	M5	FI
24	Chev. Monza	151	A3	2
24	Dodge Omni/ DeTomaso	105	A3	2
24	Mazda 626	120(CA)	A3	2
24	Mazda 626	120(CA)	M5	2
24	Mazda 626	120(CA)	M4	2
24	Olds. Starfire	151	A3	2
24	Plymouth Horizon/ Turismo	105	A3	2
24	Pontiac Sunbird	151	A3	2
24	VW Rabbit	97	M4	FI
24	VW Scirocco	97	M4	FI
23	Dodge Omni/ De Tomaso	105	M4	2
23	Ford Mustang	140	M4	2
23	Mercury Capri	140	M4	2
23	Plymouth Horizon/ Turismo	105	M4	2
23	Toyota Celica	134	M4	2
23	Toyota Corona	134	M4	2
23	VW Dasher	97	M4	FI
23	VW Rabbit	97	A3	FI
23	VW Scirocco	97	A3	FI
22	AMC Spirit	151	M4	2
22	Audi 4000	97	M4	FI
22	Chev. Monza	151	M4	2
22	Datsun 810	146(CA)	M5	FI
22	Dodge Challenger	156	A3	2
22	Fiat Brava	122	M5	2
22	Ford Mustang	140	A3	2
22	Mercury Capri	140	A3	2
22	Olds. Starfire	151	M4	2
22	Plymouth Sapporo	156	A3	2
22	Pontiac Sunbird	151	M4	2
22	VW Dasher	97	A3	FI
21	Datsun 280ZX 2+2	168	M5	FI
21	Datsun 810	146	M4	FI
21	Datsun 810	146(CA)	A3	FI
21	Datsun 810	146	A3	FI
21	Datsun 810	146(CA)	M4	FI
21	Datsun 810	146	M5	FI
21	Dodge Challenger	156	M5	2
21	Ford Mustang	200	M4	1
21	Mercury Capri	200	M4	1
21	Plymouth Sapporo	156	M5	2
21	Toyota Celica	134	M5	2
91	Toyota Celica Supra	156(CA)	A4	FI
21	Toyota Corona	134	M5	2
21	Toyota Cressida	156(CA)	A4	FI
20	AMC Spirit	151	A3	2
20	Chevrolet Camaro	229	M3	2
20	Datsun 280ZX 2+2	168(CA)	M5	FI
20	Datsun 280ZX 2+2	168	A3	FI
20	Fiat Brava	122	A3	2
20	Ford Mustang	200	A3	1
20	Mercury Capri	200	A3	1
20	Pontiac Firebird	231	A3	2
20	Pontiac Sunbird	231	A3	2
20	Toyota Celica	134	A3	2
20	Toyota Corona	134	A3	2
19	Buick Skyhawk	231	A3	2
19	Chevrolet Camaro	229	A3	2
19	Chevrolet Monza	231	A3	2
19	Datsun 280ZX 2+2	168	A3	FI
19	Olds. Starfire	231	A3	2
19	Toyota Celica Supra	156(CA)	M5	FI
18	AMC Spirit	258	M4	2
18	AMC Spirit	258	A3	2
18	Ford Mustang	225	A3	2
18	Mercury Capri	225	A3	2
17	Chevrolet Camaro	305	A3	4
16	Pontiac Firebird	301	A3	4
15	Buick Skyhawk	231	M4	2
15	Chevrolet Monza	231	M4	2
15	Olds. Starfire	231	M4	2
15	Pontiac Sunbird	231	M4	2
14	Chevrolet Camaro	350	A3	4
14	Pont. Firebird Turbo	301	A3	4

COMPACTS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
25	Fiat Strada	91	M5	2
24	Buick Skylark	151	M4	2
24	Fiat Strada	91	A3	2
24	Olds. Omega	151	M4	2
22	AMC Concord	151	M4	2
22	Buick Skylark	151	A3	2
22	Olds. Omega	151	A3	2
20	AMC Concord	151	A3	2
20	Buick Skylark	173	A3	2
20	Buick Skylark	173	M4	2
20	Olds. Omega	173	A3	2
20	Olds. Omega	173	M4	2
19	Ford Granada	250	M4	1
19	Mercury Monarch	250	M4	1
18	AMC Concord	258	A3	2
18	AMC Pacer	258	A3	2
17	AMC Concord	258	M4	2
17	AMC Pacer	258	M4	2
17	Audi 5000	131	A3	FI
17	Audi 5000	131	M5	FI
17	Ford Granada	302	A3	2
17	Ford Granada	250	A3	1
17	Mercury Monarch	302	A3	2
17	Mercury Monarch	250	A3	1
15	Lincoln Versailles	302	A3	2
10	Rolls-Royce Bentley Camargue	412	A3	2
10	Rolls-Royce Bentley	412	A3	2

MID-SIZE CARS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
24	Chev. Citation	151	M4	2
24	Pontiac Phoenix	151	M4	2
23	Ford Fairmont	140	M4	2
23	Mercury Zephyr	140	M4	2
22	Chev. Citation	151	A3	2
22	Ford Fairmont	140	A3	2
22	Mercury Zephyr	140	A3	2
21	Ford Fairmont	200	M4	1
21	Mercury Zephyr	200	M4	1
21	Pontiac Phoenix	151	A3	2
20	Buick Century	231	A3	2
20	Buick Regal	231	A3	2
20	Chev. Citation	173	A3	2
20	Chev. Citation	173	M4	2
20	Chev. Malibu	229	M3	2
20	Ford Fairmont	200	A3	1
20	Mercury Zephyr	200	A3	1
20	Olds. Cutlass	231	A3	2
20	Olds. Cutlass Sup.	231	A3	2
20	Pont. Grand Prix	231	A3	2
20	Pont. LeMans/ Grand Am	229	M3	2
20	Pontiac Phoenix	173	A3	2
20	Pontiac Phoenix	173	M4	2
19	Chev. Malibu	229	A3	2
19	Chev. Monte Carlo	229	A3	2
19	Olds. Cutlass	260	A3	2
19	Olds. Cutlass Sup.	260	A3	2
19	Pont. LeMans/ Grand Am	229	A3	2
18	Buick Century Turbo	231	A3	4
18	Buick Regal Turbo	231	A3	4
18	Chev. Monte Carlo Turbo	231	A3	4
18	Ford Fairmont	255	A3	2
18	Fird T-Bird	255	A3	2
18	Mercury Cougar XR7	255	A3	2
18	Mercury Zephyr	255	A3	2
17	Buick Century	301	A3	4
17	Buick Regal	301	A3	4
17	Chev. Malibu	305	A3	4
17	Chev. Malibu	267	A3	2
17	Chev. Monte Carlo	305	A3	4
17	Chev. Monte Carlo	267	A3	2
17	Chrys. Cordoba/300	225	A3	1
17	Chrysler LeBaron	225	A3	1
17	Dodge Aspen	225	M3	1
17	Dodge Aspen	225	A3	1
17	Dodge Aspen	225	M4	1
17	Dodge Diplomat	225	A3	1
17	Dodge Mirada	225	A3	1
17	Ford T-Bird	302	A3	2
17	Ford T-Bird	302	A4	2
17	Mercury Cougar XR7	302	A3	2
17	Mercury Cougar XR7	302	A4	2
17	Olds. Cutlass	305	A3	4
17	Olds. Cutlass Sup.	305	A3	4
17	Olds. Toronado	307	A3	4
17	Plymouth Volare	225	M3	1
17	Plymouth Volare	225	A3	1
17	Plymouth Volare	225	M4	1
17	Pont. Grand Prix	301	A3	4
17	Pont. LeMans/ Grand Am	301	A3	4
16	Buick Riviera Turbo	231	A3	4
15	Buick Riviera	350	A3	4
15	Chrys. Cordoba/300	318	A3	2
15	Chrysler LeBaron	318	A3	2
15	Dodge Aspen	318	A3	2
15	Dodge Diplomat	318	A3	2
15	Dodge Mirada	318	A3	2
15	Olds. Cutlass Sup.	350	A3	4
15	Olds. Toronado	350	A3	4
15	Plymouth Volare	318	A3	2
14	Cadillac Eldorado	368	A3	FI
14	Cadillac Seville	368	A3	FI
14	Chevrolet Malibu	350	A3	4

LARGE CARS

Est. MPG		Engine CID	Trans.	Fuel Sys., No. bbls. of fuel injec.
18	Buick LeSabre	231	A3	2
18	Chev. Impala/ Caprice	229	A3	2
18	Olds. Delta 88	231	A3	2
18	Pont. Cat./Bonne.	231	A3	2
17	Buick Electra	252	A3	4
17	Buick LeSabre	252	A3	4
17	Chev. Impala/ Caprice	267	A3	2
17	Chev. Impala/ Caprice	305	A3	4
17	Ford LTD	302	A3	2
17	Mercury Marquis	302	A3	2
17	Olds. Delta 88	307	A3	4
17	Olds. Ninety-Eight	307	A3	4
16	Buick LeSabre	301	A3	4
16	Buick LeSabre Turbo	231	A3	4
16	Chrys. Newport/ New Yorker	225	A3	1
16	Dodge St. Regis	225	A3	1
16	Ford LTD	351	A4	2
16	Ford LTD	351	A3	2
16	Mercury Marquis	351	A4	2
16	Mercury Marquis	351	A3	2
16	Plym. Gran Fury	225	A3	1
16	Pont. Cat./Bonne.	301	A3	4
15	Buick Electra	350	A3	4
15	Cadillac deVille/ Brougham	368	A3	4
15	Chrysler Newport/ New Yorker	318	A3	2
15	Dodge St. Regis	318	A3	2
15	Lincoln Cont.	351	A4	2
15	Lincoln Cont. Mk. VI	351	A4	2
15	Olds. Delta 88	350	A3	4
15	Olds. Ninety-Eight	350	A3	4
15	Plym. Gran Fury	318	A3	2
14	Chev. Impala/ Caprice	350	A3	4
14	Chrysler Newport/ New Yorker	360	A3	2
14	Dodge St. Regis	360	A3	2
14	Plym. Gran Fury	360	A3	2

SMALL STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
36	VW Dasher Diesel	90	M4	FI
31	Datsun 210	85	M4	2
31	Datsun 210	85	M5	2
31	Honda Civic	91	M5	3
30	Datsun 510	119	M4	2
30	Mazda GLC	86(CA)	M5	2
29	Datsun 210	85(CA)	M4	2
29	Datsun 210	85(CA)	M5	2
29	Datsun 510	119(CA)	M4	2
29	Mazda GLC	86(CA)	M4	2
28	Datsun 210	91	A3	2
28	Datsun 510	119	A3	2
28	Honda Civic	91	S2	3
28	Toyota Corolla	108	M4	2
27	Datsun 510	119(CA)	A3	2
27	Toyota Corolla	108	M5	2
26	Datsun 210	91(CA)	A3	2
26	Mazda GLC	86	A3	2
26	Toyota Corolla	108	A3	2
23	Ford Pinto	140	M4	2
23	Mercury Bobcat	140	M4	2
23	VW Dasher	97	M4	FI
22	AMC Concord	151	M4	2
22	Dodge Colt	156	A3	2
22	Ford Pinto	140	A3	2
22	Mercury Bobcat	140	A3	2
22	Plymouth Lancer	156	A3	2
22	VW Dasher	97	A3	FI
21	Datsun 810	146(CA)	A3	FI
21	Datsun 810	146	A3	FI
21	Datsun 810	146(CA)	M4	FI
21	Datsun 810	146	M4	FI
21	Dodge Colt	156	M5	2
21	Fiat Brava	122	M5	2
21	Plymouth Lancer	156	M5	2
21	Toyota Corona	134	M5	2
21	Toyota Cressida	156(CA)	A4	FI
20	AMC Concord	151	A3	2
20	Fiat Brava	122	A3	2
20	Toyota Corona	134	A3	2
18	AMC Concord	258	A3	2
18	AMC Pacer	258	A3	2
17	AMC Concord	258	M4	2
17	AMC Pacer	258	M4	2

MID-SIZE STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
23	Ford Fairmont	140	M4	2
23	Mercury Zephyr	140	M4	2
21	Ford Fairmont	200	M4	1
21	Mercury Zephyr	200	M4	1
20	Buick Century	231	A3	2
20	Chev. Malibu	229	M3	2
20	Ford Fairmont	200	A3	1
20	Mercury Zephyr	200	A3	1
20	Olds. Cutlass	231	A3	2
19	Chevrolet Malibu	229	A3	2
19	Pont. LeMans Safari	229	A3	2
17	Chev. Malibu	305	A3	4
17	Chev. Malibu	267	A3	2
17	Olds. Cutlass	260	A3	2
17	Olds. Cutlass	305	A3	4
16	Buick Century	301	A3	4
16	Chrysler LeBaron	225	A3	1
16	Dodge Aspen	225	M3	1
16	Dodge Aspen	225	A3	1
16	Dodge Aspen	225	M4	1
16	Dodge Diplomat	225	A3	1
16	Plymouth Volare	225	M3	1
16	Plymouth Volare	225	A3	1
16	Plymouth Volare	225	M4	1
16	Pont. LeMans Safari	301	A3	4
15	Chrysler LeBaron	318	A3	2
15	Dodge Aspen	318	A3	2
15	Dodge Diplomat	318	A3	2
15	Plymouth Volare	318	A3	2

LARGE STATION WAGONS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
17	Ford LTD	302	A3	2
17	Mercury Marquis	302	A3	2
16	Chevrolet Impala/ Caprice	267	A3	2
15	Buick Estate	350	A3	4
15	Chevrolet Impala/ Caprice	305	A3	4
15	Ford LTD	351	A4	2
15	Ford LTD	351	A3	2
15	Mercury Marquis	351	A4	2
15	Mercury Marquis	351	A3	2
15	Olds. Cus. Cruiser	307	A3	4
15	Olds. Cus. Cruiser	350	A3	4
15	Pont. Cat./Bonne.	350	A3	4

SMALL PICKUPS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
27	Ford Courier	120	M4	2
27	Ford Courier	120	M5	2
27	Mazda B2000	120	M5	2
27	Mazda B2000	120	M4	2
25	Chevrolet LUV	111	M4	2
25	Datsun	119	M5	2
24	Datsun	119	A3	2
24	Datsun	119	M4	2
23	Datsun	119(CA)	M5	2
23	Volkswagen	97	M5	FI
23	Volkswagen	97	M4	FI
22	Chevrolet LUV	111	A3	2
22	Chevrolet LUV	111	M4	2
22	Datsun	119(CA)	A3	2
22	Datsun	119(CA)	M4	2
22	Dodge D50	122	M4	2
22	Dodge D50	122	A3	2
22	Dodge D50	156	M5	2
22	Dodge D50	156	A3	2
22	Ford Courier	140	M4	2
22	Ford Courier	140	M5	2
22	Plymouth Arrow	156	M5	2
22	Plymouth Arrow	122	A3	2
22	Plymouth Aroow	156	A3	2
22	Plymouth Arrow	122	M4	2
21	Toyota	134	A3	2
21	Toyota	134	M4	2
21	Volkswagen	97	A3	FI
20	Ford Courier	140	A3	2
20	Toyota	134	M5	2
18	Toyota	134	M4	2

STANDARD PICKUPS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
21	Toyota ¾ ton	134	M4	2
20	Chev. El Camino	229	M3	2
20	GMC Caballero	229	M3	2
19	Ford F100-F150	300	M4	1
18	Chevrolet C10	250(CA)	M3/M4C	2
18	Chev. El Camino	229	A3	2
18	Ford F100/F150	300(CA)	A3	1
18	Ford F100/F150	300	M3	1
18	Ford F250	300	M3/M4C	1
18	GMC Caballero	229	A3	2
18	GMC C15	250(CA)	M3/M4C	2
17	Chev. El Camino	267	A3	2
17	Dodge D150	225	A3	1
17	Dodge D150	225	M4C	1
17	Dodge D200	225	M4C	1
17	Dodge D200	225	A3	1
17	Ford F250	300(CA)	A3	1
17	GMC Caballero	267	A3	2
16	Chevrolet C10	305	A3	2
16	Chevrolet C10	250(CA)	A3	2
16	Chevrolet C10	305	M3	2
16	Chev. El Camino	305	A3	4
16	Chevrolet K10	250	M3/M4C	2
16	Dodge D150	225	M4	1
16	Dodge W150 4WD	225	M4C	1
16	Ford F100/F150	302	M4	2
16	Ford F100/F150	302	A3	2
16	Ford F100/F150	302	M3	2
16	Ford F250	302	M3/M4C	2
16	Ford F250	302	M4	2
16	GMC Caballero	305	A3	4
16	GMC C-15	305	A3	2
16	GMC C15	250(CA)	A3	2
16	GMC C15	305	M3	2
16	GMC K15 4WD	250	M3/M4C	2
16	International Terra 4WD	196(CA)	M3/M4C	1
15	Chevrolet C10	350	M3/M4C	4
15	Chevrolet C20	250(CA)	M3/M4C	2
15	Chevrolet K10 4WD	250	A3	2
15	Ford F150 4WD	300	M4C	1
15	Ford F150 4WD	302	M4C	2
15	Ford F150 4WD	302	A3	2
15	Ford F250	302	A3	2
15	Ford F250 4WD	300	M4C	1
15	Ford F250 4WD	302	A3	2
15	GMC C15	350	M3/M4C	4
15	GMC C25	250(CA)	M3/M4C	2
15	GMC K15 4WD	250	A3	2
15	International Terra 4WD	196(CA)	M4	1
15	Jeep J10 4WD	258	M4	2
14	Chevrolet C10	350	A3	4
14	Chevrolet C20	250(CA)	A3	2
14	Chevrolet C20	350	M3/M4C	4
14	Chevrolet K10 4WD	350(CA)	M3/M4C	4
14	Ford F250 4WD	302	M4C	2
14	GMC C15	350	A3	4
14	GMC C25	250(CA)	A3	2
14	GMC C25	350	M3/M4C	4
14	GMC K15 4WD	350(CA)	M3/M4C	4
14	Jeep J10 4WD	258	A3	2
13	Chevrolet C20	350	A3	4
13	Chevrolet K10 4WD	350(CA)	A3	4
13	Chevrolet K20 4WD	350(CA)	M3/M4C	4
13	Dodge W150 4WD	318	A3	2
13	Dodge W150 4WD	318	M4C	2
13	Dodge W200 4WD	318	A3	2
13	Dodge W200 4WD	318	M4C	2
13	Ford F100/F150	351(CA)	A3	2
13	Ford F150 4WD	351(CA)	A3	2
13	Ford F250	351(CA)	A3	2
13	GMC C25	350	A3	4
13	GMC K15 4WD	350(CA)	A3	4
13	GMC K25 4WD	350(CA)	M3/M4C	4
13	International Terra 4WD	304(CA)	M3/M4C	2
13	International Terra 4WD	345(CA)	A3	4
13	International Terra 4WD	345(CA)	M3/M4C	4
13	International Terra 4WD	345(CA)	M4	4
12	Chevrolet K20 4WD	350(CA)	A3	4
12	Dodge W150 4WD	360	A3	4
12	Dodge W150 4WD	360	M4C	4
12	Dodge W200 4WD	360	M4C	4
12	Ford F100/F150	351(CA)	M3/M4C	2
12	Ford F100/F150	351(CA)	M4	2
12	Ford F150 4WD	351(CA)	M4C	2
12	Ford F250	351(CA)	M4C	2
12	Ford F250	351(CA)	M4	2
12	Ford F250 4WD	351(CA)	A3	2
12	Ford F250 4WD	400(CA)	A3	2
12	Ford F250 4WD	351(CA)	M4C	2
12	GMC K25 4WD	350(CA)	A3	4
12	International Terra 4WD	304(CA)	A3	2
12	International Terra 4WD	304(CA)	M4	2
12	Jeep J10 4WD	360	A3	2
12	Jeep J20 4WD	360	A3	2
11	Dodge W200 4WD	360	A3	4
11	Jeep J10 4WD	360	M4	2
11	Jeep J20 4WD	360	M4	2

VANS

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
18	Ford	300	M4	1
17	Chevrolet G10/G20	250(CA)	M3	2
17	Dodge B100/200 Sportman	225	A3	1
17	Dodge B100/B200	225	A3	1
17	Ford	300	M3	1
17	GMC G15/G25	250(CA)	M3	2
17	Plymouth PB100/200 Voyager	225	A3	1
16	Chevrolet G10/G20 Sportvan	305	A3	2
16	Chevrolet G10/G20 Sportvan	305	M3	2
16	Chevrolet G10/G20	250(CA)	A3	2
16	Chevrolet G10/G20	305	A3	2
16	Dodge B100/200 Sportman	225	M4	1
16	Dodge B100/B200	225	M4	1
16	Ford	300(CA)	A3	1
16	GMC G15/G25 Sportvan	305	A3	2
16	GMC G15/G25 Sportvan	305	M3	2
16	GMC G15/G25	250(CA)	A3	2
16	GMC G15/G25	305	A3	2
16	Plymouth PB100/200 Voyager	225	M4	1
15	Chevrolet G10/G20 Sportvan	250(CA)	M3	2
15	Chevrolet G10/G20	350	M3	4
15	Chevrolet G10/G20	305	M3	2
15	Ford	302	M4	2
15	GMC G15/G25 Sportvan	250(CA)	M3	2
15	GMC G15/G25	350	M3	4
15	GMC G15/G25	305	M3	2
14	Chevrolet G10/G20 Sportvan	250(CA)	A3	2
14	Chevrolet G10/G20 Sportvan	350	M3	4
14	Chevrolet G10/G20	350	A3	4
14	Ford	302	A3	2
14	Ford	302	M3	2
14	GMC G15/G25 Sportvan	250(CA)	A3	2
14	GMC G15/G25 Sportvan	350	M3	4
14	GMC G15/G25	350	A3	4
13	Chevrolet G10/G20 Sportvan	350	A3	4
13	Ford	351(CA)	A3	2
13	GMC G15/G25 Sportvan	350	A3	4
12	Chevrolet G10/G20 Sportvan	400	A3	4
12	Chevrolet G10/G20	400	A3	4
12	Ford	351(CA)	A3	2
12	GMC G15/G25 Sportvan	400	A3	4
12	GMC G15/G25	400	A3	4
11	Ford	400(CA)	A3	2

SPECIAL PURPOSE VEHICLES

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
21	Jeep C-J 5/7 4WD	151	M4	2
20	Chev. LUV cab chas.	111(CA)	M4	2
19	Chev. LUV cab chas.	111(CA)	A3	2
17	Dodge AD100 Ram	225	A3	1
17	Ford Courier cab C.	140(CA)	M4	2
17	Plym. PD100 Trldstr.	225	A3	1
16	AMC Eagle 4WD	258	A3	2
16	Chev. C10 Blazer	305	A3	2
16	Chev. C10 Blazer	305	M3	2
16	GMC C15 Jimmy	305	A3	2
16	GMC C15 Jimmy	305	M3	2
16	Intl. Harv. Scout II	196(CA)	M3	1
16	Intl. Harv. Sout II 4WD	196(CA)	M3/M4C	1
16	Intl. Harv. SS II 4WD	196(CA)	M3/M4C	1
16	Jeep CJ-5/7 4WD	258	A3	2
16	Toyota Cab. Chas.	134(CA)	M4	2
15	Chev. C10 Blazer	250(CA)	M3	2
15	Datsun Cab Chas.	119(CA)	M4	2
15	Datsun Cab Chas.	119	M4	2
15	Ford Bronco 4WD	300	M4C	1
15	Ford Bronco 4WD	302	A3	2
15	GMC C15 Jimmy	250(CA)	M3	2
15	Intl. Harv. Scout II	196(CA)	M4	1
15	Intl. Harv. Scout II FWD	196(CA)	M4	1
15	Intl. Harv. SS II 4WD	196(CA)	M4	1
15	Jeep Cherokee/ Wagoneer 4WD	258	A3	2
15	Jeep Cherokee/ Wagoneer 4WD	258	M4	2
15	Jeep CJ-5/7 4WD	258	M4	2
14	Chev. C10 Blazer	250(CA)	A3	2
14	Chev. C10 Blazer	350	M43	4
14	Chev. K10 Blaz. 4WD	250	A3	2
14	Chev. K10 Blaz. 4WD	250	M3/M4C	2
14	Ford Bronco 4WD	302	M4C	2
14	GMC C15 Jimmy	350	M4C	4
14	GMC C15 Jimmy	250(CA)	A3	2
14	GMC K15 Jimmy 4WD	250	A3	2
14	GMC K15 Jimmy 4WD	250	M3/M4C	2
14	Intl. Harv. Scout II	345(CA)	A3	4
14	Intl. Harv. SS II 4WD	345(CA)	A3	4
14	Jeep CJ-5/7 4WD	304	M4	2
14	Jeep CJ-5/7 4WD	304	A3	2
13	Chev. C10 Blazer	350	A3	4
13	Chev. C10 Sub.	350(CA)	M3/M4C	4
13	Chev. K10 Blaz. 4WD	350(CA)	A3	4
13	Chev. K10 Blaz. 4WD	350(CA)	M4C	4
13	Dodge AW100 Ramcharger 4WD	318	A3	2
13	Dodge AW100 Ramcharger 4WD	318	M4C	2
13	GMC C15 Jimmy	350	A3	4
13	GMC C15 Sub.	350(CA)	M3/M4C	4
13	GMC K15 Jimmy 4WD	350(CA)	M4C	4
13	GMC K15 Jimmy 4WD	350(CA)	A3	4
13	Intl. Scout II	304(CA)	A3	2
13	Intl. Scout II	345(CA)	M4	4
13	Intl. Scout II	304(CA)	M3	2
13	Intl. Scout II	345(CA)	M3	4
13	Intl. Scout II 4WD	345(CA)	M4	4
13	Intl. Scout II 4WD	304(CA)	M3/M4C	2
13	Intl. Scout II 4WD	345(CA)	A3	4
13	Intl. Scout II 4WD	345(CA)	M3/M4C	4
13	Intl. SS II 4WD	345(CA)	M4C	4
13	Intl. SS II 4WD	304(CA)	A3	2
13	Intl. SS II 4WD	345(CA)	M4	4
13	Intl. SS II 4WD	304(CA)	M4C	2
13	Intl. Traveler	304(CA)	A3	2
13	Intl. Traveler	345(CA)	M4	4
13	Intl. Traveler	345(CA)	A3	4
13	Intl. Traveler 4WD	345(CA)	A3	4
13	Intl. Traveler 4WD	345(CA)	M4	4
13	Plymouth PW100 Tridstr. 4WD	318	A3	2
13	Plymouth PW100 Tridstr. 4WD	318	M4C	2
12	Chev. C10 Sub.	350(CA)	A3	4
12	Chev. C20 Sub.	350(CA)	A3	4
12	Chev. K10 Sub.	350(CA)	A3	4
12	Dodge AW100 Ramcharger 4WD	360	M4C	4
12	Ford Bronco 4WD	351(CA)	A3	2
12	Ford Bronco 4WD	351(CA)	M4C	2
12	GMC C15 Sub.	350(CA)	A3	4
12	GMC C25 Sub.	350(CA)	A3	4
12	GMC K15 Sub. 4WD	350(CA)	A3	4
12	Intl. Scout II	304(CA)	M4	2
12	Intl. Scout II 4WD	304(CA)	M4	2
12	Intl. Scout II 4WD	304(CA)	A3	2
12	Intl. SS II 4WD	304(CA)	M4	2
12	Intl. Traveler	304(CA)	M4	2
12	Intl. Traveler 4WD	304(CA)	A3	2
12	Intl. Traveler 4WD	304(CA)	M4	2
12	Jeep Cherokee/ Wagoneer 4WD	360	A3	2
12	Plymouth JW100 Tridstr. 4WD	360	M4C	4
12	Toyota Land Cruiser Wagon 4WD	258	M4	2
12	Toyota Land Cruiser 4WD	258	M4	2
11	Chev. Cab Chas.	350(CA)	A3	4
11	Dodge AW100 Ramcharger 4WD	360	A3	4
11	Ford F250 Cab Chas.	351(CA)	A3	2
11	GMC Cab Chas.	350(CA)	A3	4
11	Jeep Cherokee/ Wagoneer 4WD	360	M4	2
11	Plymouth PW100 Tridstr. 4WD	360	A3	4
10	Chev. Cab Chas.	350(CA)	M4C	4
10	GMC Cab Chas.	350(CA)	M4C	4

CA—Vehicles for sale in California as well as the rest of the states. Some vehicles certified for sale only in California are not listed in the above table.

Product Data

Market class categories listed

Following are the AUTOMOTIVE NEWS market class categories and the 1980 U. S.-built cars in each segment:

Subcompact—AMC Spirit, Plymouth Horizon, Dodge Omni, Ford Pinto, Mercury Bobcat, Buick Skyhawk, Chevrolet Chevette and Monza, Olds Starfire, Pontiac Sunbird and VW Rabbit.

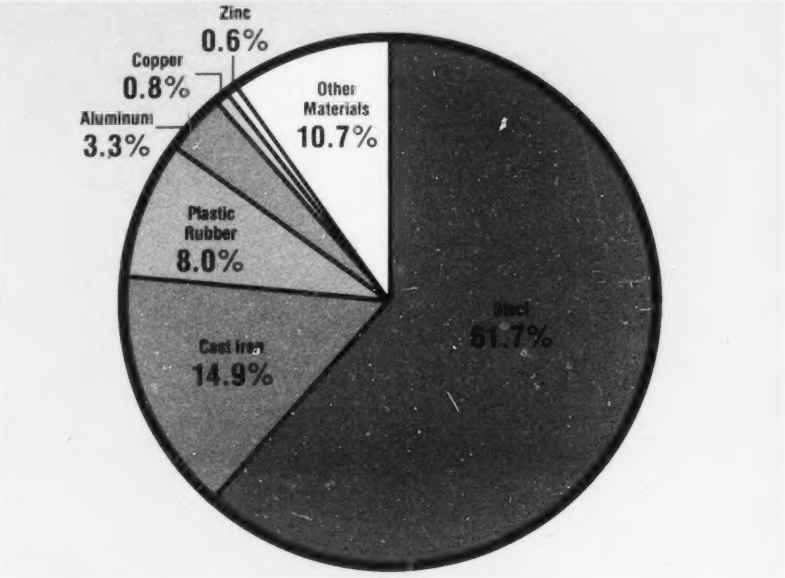
Compact—AMC Concord and Eagle, Plymouth Volare, Dodge Aspen, Ford Fairmont and Mustang, Mercury Zephyr and Capri, Buick Skylark, Chevrolet Citation and Camaro, Olds Omega and Pontiac Phoenix and Firebird.

Intermediate—Chrysler LeBaron and Cordoba, Dodge Diplomat and Mirada, Ford Granada and Thunderbird, Mercury Monarch and Cougar XR-7, Buick Century and Regal, Chevrolet Malibu and Monte Carlo, Olds Cutlass and Supreme and Pontiac LeMans and Grand Prix.

Standard — Chrysler, Plymouth Gran Fury, Dodge St. Regis, Ford, Mercury, Buick LeSabre and Electra, Chevrolet, Olds 88 and 98 and Pontiac.

Luxury—Lincoln Versailles, Continental and Mark VI, Cadillac and Cadillac Seville and Eldorado, Buick Riviera, Chevrolet Corvette and Olds Toronado.

MATERIALS IN AVERAGE CAR



1980 MODELS—BY MAKE

	4-dr. Models	2-dr. Models	4-dr. Wagons	2-dr. Wagons	1980 Totals	(Final 1979 Totals)
AMERICAN MOTORS	5	12	5	0	22	(22)
AMX	0	1	0	0	1	(1)
Concord	3	3	3	0	9	(11)
Eagle	2	2	2	0	6	(0)
Pacer	0	0	0	0	0	(4)
Spirit	0	6	0	0	6	(6)
CHRYSLER CORP.	18	18	6	0	42	(29)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	3	0	0	3	(1)
LeBaron	4	3	2	0	9	(7)
Dodge (Std.)	1	0	0	0	1	(1)
Aspen	2	2	1	0	5	(3)
Diplomat	3	4	2	0	9	(7)
Magnum XE	0	0	0	0	0	(1)
Mirada	0	2	0	0	2	(0)
Omni	1	1	0	0	2	(2)
Plymouth (Std.)	2	0	0	0	2	(0)
Horizon	1	1	0	0	2	(2)
Volare	2	2	1	0	5	(3)
FORD MOTOR CO.	17	30	7	5	59	(60)
Ford (Std.)	3	2	3	0	8	(6)
Fairmont	2	2	1	0	5	(4)
Granada	3	3	0	0	6	(6)
LTD II	0	0	0	0	0	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	3	0	3	6	(4)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(3)
Mark VI	2	2	0	0	4	(2)
Versailles	1	0	0	0	1	(1)
Mercury (Std.)	3	3	2	0	8	(8)
Bobcat	0	1	0	2	3	(2)
Capri	0	2	0	0	2	(2)
Cougar	0	0	0	0	0	(2)
Cougar XR-7	0	1	0	0	1	(1)
Monarch	1	1	0	0	2	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS	37	69	17	0	123	(152)
Buick	4	5	2	0	11	(12)
Century	2	2	2	0	6	(8)
Skyhawk	0	0	0	0	0	(2)
Skylark ('79 model)	0	0	0	0	0	(6)
*Skylark ('80 model)	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	1	0	0	5	(5)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(10)
Camaro	0	4	0	0	4	(4)
Chevette	1	2	0	0	3	(3)
*Citation ('80 model)	1	3	0	0	4	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza	0	3	0	0	3	(4)
Nova ('79 model)	0	0	0	0	0	(5)
Oldsmobile (Std.)	5	4	1	0	10	(9)
Cutlass	3	2	2	0	7	(6)
Cutlass Supreme	0	3	0	0	3	(3)
Omega ('79 model)	0	0	0	0	0	(5)
*Omega ('80 model)	2	2	0	0	4	(4)
Starfire	0	0	0	0	0	(2)
Toronado	0	1	0	0	1	(1)
Pontiac (Std.)	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
LeMans	2	3	2	0	7	(8)
Phoenix ('79 model)	0	0	0	0	0	(5)
*Phoenix ('80 model)	2	2	0	0	4	(4)
Sunbird	0	4	0	0	4	(4)
VOLKSWAGEN	2	3	0	0	5	(5)
Rabbit	2	3	0	0	5	(5)
1980 Totals	79	132	35	5	251	
1979 Totals (End of Model Year)	82	151	29	6		(268)

*—Introduced as 1980 model in April, 1979. Counted in 1979 totals.

1980 MODELS—BY MARKET CLASS

	4-dr. Models	2-dr. Models	4-dr. Wagons	2-dr. Wagons	1980 Totals	(Final 1979 Totals)
SUBCOMPACT	5	25	0	5	35	(37)
AMX	0	1	0	0	1	(1)
Bobcat	0	1	0	2	3	(2)
Chevette	1	2	0	0	3	(3)
Horizon	1	1	0	0	2	(2)
Monza	0	3	0	0	3	(4)
Omni	1	1	0	0	2	(2)
Pinto	0	3	0	3	6	(4)
Rabbit	2	3	0	0	5	(5)
Skyhawk	0	0	0	0	0	(2)
Spirit	0	6	0	0	6	(6)
Starfire	0	0	0	0	0	(2)
Sunbird	0	4	0	0	4	(4)
COMPACT	20	37	9	0	66	(90)
Aspen	2	2	1	0	5	(3)
Camaro	0	4	0	0	4	(4)
Capri	0	2	0	0	2	(2)
*Citation ('80)	1	3	0	0	4	(4)
Concord	3	3	3	0	9	(11)
Eagle	2	2	2	0	6	(0)
Fairmont	2	2	1	0	5	(4)
Firebird	0	4	0	0	4	(4)
†Granada ('79)	0	0	0	0	0	(6)
†Monarch ('79)	0	0	0	0	0	(2)
Mustang	0	4	0	0	4	(4)
Nova ('79)	0	0	0	0	0	(5)
Omega ('79)	0	0	0	0	0	(5)
*Omega ('80)	2	2	0	0	4	(4)
Pacer	0	0	0	0	0	(4)
Phoenix ('79)	0	0	0	0	0	(5)
*Phoenix ('80)	2	2	0	0	4	(4)
Skylark ('79)	0	0	0	0	0	(6)
Skylark ('80)	3	3	0	0	6	(6)
Volare	2	2	1	0	5	(3)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATE	20	41	12	0	73	(68)
Century	2	2	2	0	6	(8)
Cordoba	0	3	0	0	3	(1)
Cougar ('79)	0	0	0	0	0	(2)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	2	2	0	7	(6)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	3	4	2	0	9	(7)
†Granada ('80)	3	3	0	0	6	(0)
Grand Prix	0	3	0	0	3	(3)
LeBaron	4	3	2	0	9	(7)
LeMans	2	3	2	0	7	(8)
LTD II ('79)	0	0	0	0	0	(6)
Magnum XE ('79)	0	0	0	0	0	(1)
Malibu	2	3	2	0	7	(7)
Mirada	0	2	0	0	2	(0)
†Monarch ('80)	1	1	0	0	2	(0)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	25	20	14	0	59	(56)
Buick	4	5	2	0	11	(12)
Chevrolet	2	3	4	0	9	(10)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(6)
Mercury	3	3	2	0	8	(8)
Oldsmobile	5	4	1	0	10	(9)
Plymouth	2	0	0	0	2	(0)
Pontiac	3	3	2	0	8	(8)
LUXURY	9	9	0	0	18	(17)
Cadillac	4	1	0	0	5	(5)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Lincoln	1	1	0	0	2	(3)
Mark VI	2	2	0	0	4	(2)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	1	0	0	0	1	(1)
1980 Totals	79	132	35	5	251	
1979 Totals (End of model year)	82	151	29	6		(268)

*—Introduced as 1980 model in April, 1979. Counted in 1979 totals.

†—Granada and Monarch classified as intermediates for 1980; compacts for 1979.

specifications, U.S. makes

Make and Model	Dimensions									Engine									Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2519	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.3	NA	NA	21	6.5	4	3.08	C78 x 14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2825	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.53	C78 x 14	31.5
Pacer 6	100	173.9	77.1	52.7	3197	38.4	40.7	61.1	60	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.53	P19575R14	37
Pacer Wagon 6	100	178.8	77.1	53.1	3235	38.5	40.7	61.1	60	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.53	P19575R14	37
Concord Sedan 4	108	185	71	51.3	2767	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.3	NA	NA	22	6.5	4	3.08	D78 x 14	34.9
Concord Wagon 6	108	185	71	51.6	3007	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.53	D78 x 14	34.9
Eagle Sedan 6	109.3	184	71	55.1	3361	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	3.08	P19575R15	35.5
Eagle Wagon 6	109.3	184	71	55	3407	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	3.08	P19575R15	35.5
BUICK—Skyhawk V-6	97	179.3	65.4	50.8	2868	37.4	43.1	54.7	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	12.3	5	2.93	BR78 x 13	35.8
Skylark 2-dr. 4	104.9	181.1	67.7	53.5	2475	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	7.8	4	3.34	P18580R13	38.3
Skylark 4-dr. V-6	104.9	181.1	67.7	53.5	2541	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10	5	3.34	P18580R13	38.4
Regal V-6	108.1	200	72.2	54.1	3232	37.9	42.6	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P19575R14	38.6
Century 2-dr. V-6	108.1	196	72.2	54.1	3181	37.9	42.6	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	3.08	P18575R14	38.6
Century 4-dr. V-8	108.1	196	72.2	55	3319	38.7	42.6	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.0	120 @ 3600	210 @ 1800	18.1	20.9	5	2.41	P18575R14	38.9
Century Wagon V-8	108	200	72.2	55.7	3415	38.8	32.6	58.5	57.8	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	18.2	20.9	5	2.29	P19575R14	38.9
Riviera V-8	114	206.6	72.7	54.1	3849	37.9	42.8	59.3	60	V-8	4.06 x 3.39	5.7/350	4V	8.0	160 @ 3600	270 @ 1600	21	18	7.5	2.41	P20575R15	39.8
LeSabre 2-dr. V-6	116	217.4	78	55	3459	38.9	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	12.5	5	2.73	P20585R15	40.3
LeSabre 4-dr. V-8	116	217.4	78	55	3569	39.5	42.2	61.8	60.7	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	22	20.9	5	2.41	P22575R15	40.3
Electra 2-dr. V-6	118.9	220.3	78	54.2	3710	38.5	42.2	61.8	61	V-6	3.97 x 3.4	4.1/250	4V	8.0	125 @ 4000	205 @ 2000	25	12.5	5	2.93	P21575R15	40.3
Electra 4-dr. V-8	118.9	220.3	78	55.6	3928	39.4	42.2	61.8	61	V-8	4.06 x 3.39	5.7/350	4V	8.0	155 @ 3400	280 @ 1600	25	14.2	5.3	2.41	P21575R15	40.3
Electra Wagon V-8	116	218.8	80.1	57.1	4215	39.7	42.2	62.2	64.1	V-8	4 x 3	4.9/301	4V	8.2	140 @ 4000	240 @ 1800	22	20.9	5	2.56	P22575R15	40.5
OPTIONAL ENGINES: Regal, LeSabre, Riviera, Century (turbos)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	265 @ 2400						
LeSabre										V-6	3.97 x 3.4	4.1/250	4V	8.0	125 @ 4000	205 @ 2000						
LeSabre, Electra										V-8	4.06 x 3.39	5.7/350	4V	8.0	155 @ 3400	280 @ 1600						
LeSabre, Electra (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CADILLAC—Seville (diesel)	114	204.8	71.4	54.3	4185	38.1	42.8	59.3	60.6	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600	23	18.4	7	2.41	P20575R15	38.4
Eldorado V-8	114	204.5	71.5	54.2	3914	37.9	42.8	59.3	60.6	V-8	3.8 x 4.06	6.0/368	F.I.	8.2	145 @ 3600	270 @ 2000	20.6	22.4	6	2.19	P20575R15	38.4
Sedan deVille V-8	121.4	221	76.4	55.6	4219	39	42	61.7	60.7	V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600	20.7	21.4	5	2.28	P21575R15	40.5
Fleetwood V-8	121.4	221	76.4	56.7	4227	39	42	61.7	60.7	V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600	20.7	21.4	5	2.28	P21575R15	40.5
OPTIONAL ENGINES: Seville										V-8	3.8 x 4.06	6.0/368	4V	8.2	150 @ 3800	265 @ 1600						
Eldorado, Sedan deVille, Fleetwood (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
CHEVROLET—Chevette 2-dr. 4	94.3	161.9	61.8	52.2	2054	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	70 @ 5200	82 @ 2400	12.5	9.2	5	3.70	P15580R13	30.2
Chevette 4-dr. 4*	97.3	164.9	61.8	52.2	2121	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	74 @ 5200	88 @ 2800	12.5	9.2	5	3.70	P15580R13	30.8
Monza Hatchback 4	97	179.3	65.4	50.2	2767	37.4	43.1	54.8	53.6	L4	4 x 3	2.5/151	2V	8.2	86 @ 4000	128 @ 2400	18.5	11.5	4	2.73	A78 x 13	35.8
Monza Notchback V-6	97	179.9	65.4	50.1	2825	37.2	43.1	54.8	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	11.9	5	2.93	A78 x 13	35.8
Citation 2-dr. 4	104.9	176.7	68.3	53.1	2463	38.2	42	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	7.8	4	3.34	P18580R13	38.4
Citation 4-dr. V-6	104.9	176.7	68.3	53.1	2544	38.2	42	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	145 @ 2400	14	10	5	3.34	P18580R13	38.4
Camaro V-6	108	197.6	74.5	49.2	3328	36.9	43.9	61.3	60	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	21	15	5	2.73	P20575R14	38.5
Camaro V-8	108	197.6	74.5	49.2	3523	36.9	43.9	61.3	60	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	21	15.6	5	2.56	P20575R14	38.5
Malibu 2-dr. V-6	108.1	192.7	71.5	53.3	3089	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	4V	8.6	115 @ 4000	175 @ 2000	18.1	18.7	5	2.73	P18575R14	39.9
Malibu 4-dr. V-8	108.1	192.7	71.5	54.2	3222	38.7	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	18.1	21.9	5	2.29	P18575R14	37.2
Malibu Wagon V-8	108.1	193.4	71.2	54.5	3365	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	2V	8.6	155 @ 4000	240 @ 1600	18.2	19.6	5	2.41	P19575R14	39.9
Monte Carlo V-6	108.1	200.4	71.5	53.9	3196	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	18.1	18.7	5	2.41	P20570R14	37.2
Monte Carlo V-8	108.1	200.4	71.5	53.9	3311	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	3.8/267	2V	8.3	120 @ 3600	215 @ 2000	18.1	21.8	5	2.29	P20570R14	37.2
Chevrolet 2-dr. V-6	116	212.1	75.3	55.3	3482	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	4.4/229	2V	8.6	115 @ 4000	175 @ 2000	25	14.2	5	2.73	P20575R15	38.8
Chevrolet 4-dr. V-8	116	212.1	75.3	55.9	3499	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	120 @ 3600	215 @ 2000	25	17	5	2.41	P20575R15	38.8
Chevrolet Wagon V-8	116	215.1	79.3	57.7	4025	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600	22	15.5	5	2.56	P22575R15	39.6
Corvette	98	185.3	69	48.1	3334	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4400	280 @ 2400	24	21.6	5	3.07	P22570R15	40.0
OPTIONAL ENGINES: Monte Carlo (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	265 @ 2400						
Camaro, Monte Carlo										V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600						
Camaro										V-8	4 x 3.48	5.7/350	4V	8.2	190 @ 4200	280 @ 2400						
Corvette										V-8	4 x 3.48	5.7/350	4V	9.0	230 @ 5200	275 @ 3600						
Chevrolet (diesel)										V-8	4 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
*—High-output engine																						
CHRYSLER—LeBaron 2-dr. 6	108.7	201.2	74.2	53.4	3309	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	39.5
LeBaron 4-dr. V-8	112.7	205.2	74.2	55.3	3478	39.3	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	345 @ 1600	18	15	5	2.47	P19575R15	40.7
LeBaron Wagon V-8	112.7	205.5	74.2	55.5	3627	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R15	40.7
Cordoba 6	112.7	209.8	72.7	53.3	3362	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	40.7
'300' V-8	112.7	209.5	72.7	53.3	3457	37.4	43.3	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R15	40.7
Newport 6	118.5	220.2	77.6	54.5	3654	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
New Yorker V-8	118.5	221.5	77.6	54.5	3920	38.6	42.3	61.9	62	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	21	15	5	2.45	P20575R15	42.4
OPTIONAL ENGINES: '300'										V-8	4 x 3.58	5.9/360	4V	8.0	185 @ 4000	275 @ 2000						
Newport, New Yorker										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
DODGE—Omni 2-dr.	96.7	173.3	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P17575R13	33.3
Omni 4-dr.	99.2	164.8	65.8	53.5	2154	38.3	42	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P15580R13	34
Aspen 2-dr.	108.7	200.3	72.4	53.6	3200	37.6	42.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	3.23	P19575R14	39.5
Aspen 4-dr. V-8	112.7	204.3	72.4	55.3	3409	39.3	42.7	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R14	40.7
Aspen Wagon V-8	112.7	204.3	72.4	55.5	3572	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R14	40.7
Diplomat 2-dr. 6	108.7	201.2	74.2	53.4	3309	37.6	42.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	39.5
Diplomat 4-dr. V-8	112.7	205.2	74.2	55.3	3476	39.3	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R15	40.7
Diplomat Wagon V-8	112.7	205.5	74.2	55.5	3627	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3373	37.4	43.6	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	P19575R15	40.7
St. Regis 6	118.5	220.2	77.6	54.5	3674	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Mirada, St. Regis										V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600						
St. Regis										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
Mirada CMX										V-8	4 x 3.58	5.9/360	4V	8.0	185 @ 4000	275 @ 2000						
FORD—Pinto 4	94.5	170.8	69.4	50.5	2488	36.9	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	13	8.6	5	2.73	BR78 x 13	33.6
Pinto Wagon 4	94.8	180.6	69.7	52	2662	37.7	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	8.6	5	3.00	BR78 x 13	33.6

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specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous		
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Tire Size	Curb-to-Curb Turning Circle (dia. in ft.)
Mustang 4	100.4	179.1	69.1	51.4	2601	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	11.5	10.2	5	3.08	P18580R13	37.2
Mustang 6	100.4	179.1	69.1	51.4	2620	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	12.5	9	5	3.08	P18580R13	37.2
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2688	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	10.2	5	3.08	P17575R14	39
Fairmont Futura 6	105.5	197.4	71	51.7	2730	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	14	9	5	3.08	P17575R14	39
Fairmont Wagon V-8	105.5	195.5	71	54.2	3038	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.8	119 @ 3800	194 @ 2200	14	14.2	5	2.26	P17575R14	39
Granada 6	109.9	199.7	74.5	53.3	3250	38.2	40.7	59	57.7	L6	3.68 x 3.91	4.1/250	1V	8.6	90 @ 3200	194 @ 1600	18	10.5	5	3.00	DR78 x 14	39.4
Granada V-8	109.9	199.7	74.5	53.3	3356	38.2	40.7	59	57.7	V-8	4 x 3	5.0/302	2V	8.4	134 @ 3600	232 @ 1600	18	14.2	5	2.47	DR78 x 14	39.4
Thunderbird V-8	108.4	200.4	74.1	53	3262	37.1	41.6	58.1	57	V-8	3.68 x 3	4.2/255	2V	8.8	115 @ 3800	191 @ 2000	17.5	14.2	5	2.26	P18575R14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3584	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3600	230 @ 1600	19	13.3	5	2.26	P20575R14	39.2
Ford Wagon V-8	114.3	215	77.5	57.4	3952	38.7	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.26	P21575R14	39.2
OPTIONAL ENGINES: Mustang, Fairmont (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Mustang										V-8	3.68 x 3	4.2/255	2V	8.8	118 @ 3800	193 @ 2200						
Thunderbird										V-8	4 x 3	5.0/302	2V	8.4	131 @ 3600	231 @ 1600						
LINCOLN—Versailles V-8	109.9	200.7	74.5	54.3	3814	37.6	40.5	59	57.7	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3600	232 @ 1400	19.2	14.4	5	2.47	FR78 x 14	39.4
Mark VI 2-dr. V-8	114.3	216	78.1	55.4	4046	38	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	129 @ 3600	231 @ 2000	18	13.3	5	3.08	P20575R15	40
Mark VI 4-dr. V-8	117.3	219.1	78.1	56.3	4241	39	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.73	P20575R15	40
Continental 4-dr. V-8	117.3	219	78.1	56.1	4090	39	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	129 @ 3600	231 @ 2000	18	13.3	5	3.08	P20575R15	40
MERCURY—Bobcat 4	94.5	170.8	69.4	50.5	2535	36.9	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	13	8.6	5	2.73	BR78 x 13	33.6
Bobcat Wagon 4	94.8	180.6	69.4	52	2677	37.7	40.2	55	55.8	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	8.6	5	3.00	BR78 x 13	33.6
Capri 4	100.4	179.1	69.1	51.4	2637	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	11.5	10.2	5	3.08	P18580R13	37.2
Capri 6	100.4	179.1	69.1	51.4	2646	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	12.5	9.0	5	3.08	P18580R13	37.2
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2703	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	88 @ 4600	119 @ 2600	14	10.2	5	3.08	P17575R14	39
Zephyr Z-7 6	105.5	197.4	71	51.7	2729	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	91 @ 3800	160 @ 1600	14	9.0	5	3.08	P17575R14	39
Zephyr Wagon V-8	105.5	195.5	71	54.2	3047	39	41.7	56.6	57	V-8	3.68 x 3	4.2/255	2V	8.8	119 @ 3800	194 @ 2200	14	14.2	5	2.26	P17575R14	39
Monarch 6	109.9	199.7	74.5	53.3	3250	38.2	40.7	50	57.7	L6	3.68 x 3.91	4.1/250	1V	8.6	90 @ 3200	194 @ 1600	18	10.5	5	3.00	DR78 x 14	39.4
Monarch V-8	109.9	199.7	74.5	53.3	3356	38.2	40.7	59	57.7	V-8	4 x 3	5.0/302	2V	8.4	134 @ 3600	232 @ 1600	18	14.2	5	2.47	DR78 x 14	39.4
Cougar XR-7 V-8	108.4	200.4	74.1	53	3228	37.1	41.6	58.1	57	V-8	3.68 x 3	4.2/255	2V	8.8	115 @ 3800	191 @ 2000	17.5	14.2	5	2.26	P18575R14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3636	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	130 @ 3600	230 @ 1600	19	13.3	5	2.26	P20575R14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3945	38.8	42.1	62.2	62	V-8	4 x 3.5	5.8/351	VV	8.3	140 @ 3400	265 @ 2000	20	14.4	5	2.26	P21575R14	39.2
OPTIONAL ENGINES: Capri, Zephyr, (turbo)										L4	3.78 x 3.13	2.3/140	2V	9.0	NA	NA						
Capri										V-8	3.68 x 3	4.2/255	2V	8.8	118 @ 3800	193 @ 2200						
Cougar XR-7										V-8	4 x 3	5.0/302	2V	8.4	131 @ 3600	231 @ 1600						
OLDSMOBILE—Starfire 4	97	179.6	65.4	50.2	2751	37.7	43	54.7	53.6	L4	4 x 3	2.5/151	2V	8.2	90 @ 4400	128 @ 2400	18.5	11	4	3,72	A78 x 13	35.8
Starfire V-6	97	179.6	65.4	50.2	2847	37.7	43	54.7	53.6	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.5	11.9	5	2.93	A78 x 13	35.8
Omega 2-dr. 4	105	181.8	69.8	51.9	2470	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.34	P18580R13	38.3
Omega 4-dr. V-6	105	181.8	69.8	51.9	2537	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	150 @ 2000	14	8.4	5	3.34	P18580R13	38.3
Cutlass 2-dr. V-6	108.1	200.9	71.3	53	3283	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.93	P18575R14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	54.1	3310	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	105 @ 3400	195 @ 1600	18.1	15.9	5	2.29	P18575R14	37.3
Cutlass Wagon V-8	108.1	198.4	71.8	54.3	3486	38.8	42.8	58.5	57.7	V-8	3.74 x 3.48	5.0/305	4V	8.6	155 @ 4000	240 @ 1600	18.2	15.3	5	2.29	P19575R14	37.4
Toronado	144	205.6	71.4	52.5	3730	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	21	16.4	5	2.41	P20575R15	40.4
Delta 88 Sedan V-6	116	218.4	76.3	54.7	3492	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.7	13	5	2.73	P20585R15	39.1
Ninety-Eight Sedan V-8	119	221.4	76.3	55.3	3955	39.5	42.2	61.7	60.7	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	25	15.3	5	2.41	P21575R15	40
Custom Cruiser V-8	116	219.4	79.8	56.6	4081	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	7.9	150 @ 3600	245 @ 1600	22	15.3	5	2.56	P22575R15	39.2
OPTIONAL ENGINES: Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	205 @ 1600						
Toronado										V-8	4.06 x 3.39	5.7/350	4V	8.0	160 @ 3600	270 @ 1600						
PLYMOUTH—Horizon 2-dr.	96.7	172.8	66.7	51.2	2197	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P17575R13	33.3
Horizon 4-dr.	99.2	164.8	65.8	53.5	2154	38.3	42	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	65 @ 5200	85 @ 2400	13	6	5	3.37	P15580R13	34
Volare 2-dr. 6	108.7	200.3	72.4	53.6	3200	37.6	42.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	3.23	P19575R14	39.5
Volare 4-dr. V-8	112.7	204.3	72.4	55.3	3409	39.3	42.7	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.47	P19575R14	40.7
Volare Wagon V-8	112.7	204.3	72.4	55.5	3572	39.2	42.4	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600	18	15	5	2.45	P19575R14	40.7
Gran Fury 6	118.5	220.2	77.6	54.5	3628	38.2	42.3	61.9	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	21	11.5	5	2.94	P19575R15	42.4
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	120 @ 3600	245 @ 1600						
Gran Fury										V-8	4 x 3.58	5.9/360	2V	8.4	130 @ 3200	255 @ 2000						
PONTIAC—Sunbird Hatchback 4	97	179.2	65.4	49.9	2752	37.7	43.1	55.3	54.1	L4	4 x 3	2.5/151	2V	8.2	86 @ 4000	128 @ 2400	18.5	10.9	4	2.73	A78 x 13	35.8
Sunbird Notchback V-6	97	179.2	65.4	49.6	2850	37.6	43.1	55.3	54.1	V-6	3.8 x 3.4	3.8/231	2V	8.0	115 @ 3800	188 @ 2000	18.5	13.3	5	2.93	B78 x 13	35.8
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2527	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	2V	8.2	90 @ 4000	134 @ 2400	14	8.5	4	3.34	P18580R13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2608	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	115 @ 4800	150 @ 2000	14	10.2	5	3.34	P18580R13	38.3
Firebird V-6	108.2	198.1	73	49.3	3379	36.9	43.9	61.3	60	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.8	13.3	5	3.08	P20575R15	38.9
Firebird V-8	108.2	198.1	73	49.3	3452	36.9	43.9	61.3	60	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	20.8	20.9	5	2.41	P20575R15	38.9
LeMans 2-dr. V-6	108.1	198.6	71.9	53.5	3116	37.9	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	115 @ 4000	175 @ 2000	18.1	14.2	5	2.93	P18575R14	38.2
LeMans 4-dr. V-8	108.1	198.6	71.9	54.4	3210	38.7	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	18.1	20.9	5	2.29	P18575R14	37.3
LeMans Wagon V-8	108.1	197.8	72.6	54.8	3411	38.8	42.8	58.5	58	V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800	18.2	20.9	5	2.29	P19575R14	37.4
Grand Prix V-6	108.1	201.4	72.7	53.3	3232	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	P19575R14	38.2
Grand Prix V-8	108.1	201.4	72.7	53.3	3350	37.6	42.8	58.5	57.8	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	18.1	20.9	5	2.29	P19575R14	38.2
Pontiac 2-dr. V-6	116	214	76.4	54.7	3503	38.8	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	20.7	13.3	5	2.73	P20575R15	39.1
Pontiac 4-dr. V-8	116	214	76.4	55.2	3637	39.5	42.2	61.7	60.7	V-8	3.75 x 3	4.3/265	2V	8.3	120 @ 3600	210 @ 1600	20.7	20.9	5	2.56	P20575R15	39.1
Pontiac Wagon V-8	116	216.7	79.9	57.1	4038	39.6	42.2	62.1	64.1	V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800	22	20.9	5	2.56	P22575R15	39.1
OPTIONAL ENGINES: Firebird (turbo)										V-8	4 x 3	4.9/301	4V	7.6	210 @ 4000	345 @ 2000						
Firebird, Grand Prix										V-8	4 x 3	4.9/301	4V	8.1	140 @ 4000	240 @ 1800						
Firebird, Grand Prix, LeMans (Grand Am)										V-8	4 x 3	4.9/301	4V	8.1	155 @ 4400	240 @ 2200						
LeMans										V-8	3.74 x 3.48	5.0/305	4V	8.4	150 @ 3800	230 @ 2400						
Pontiac (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	125 @ 3600	225 @ 1600						
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1810	37.4	41.8	54.7	53.1	L4	3.13 x 2.89	1.5/89	1V	8.0	62 @ 5400	76.7 @ 3000	10.6	4.9	3.7	3.90	155 x 13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.4	41.8	53.3	54.1	L4	3.13 x 3.15	1.6/97	F.I.	8.2	78 @ 5500	84.1 @ 3200	15	4.9	3.7	3.90	P16575D13	31.2
OPTIONAL ENGINES: Rabbit										L4	3.13 x 3.15	1.6/97	F.I.	8.2	76 @ 5500	83 @ 3200						
Rabbit, Pickup (diesels)										L4	3.01 x 3.15	1.5/89.7	F.I.	23	48 @ 5000	56.5 @ 3000						

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Chrysler's woes may not be unique

Financial clouds over Detroit

By Edward Lapham
Financial Editor

The biggest financial story of 1979 was the continuing ordeal of Chrysler Corp., which lost a record $1.1 billion. While the year was overwhelmingly bad for Chrysler, General Motors and Ford Motor Co. also found the fourth quarter a rough period.

A good indicator of the difficulty in the auto market prompted by inflation-caused high interest rates and constricting retail paper sources can be seen in the accompanying automobile instalment credit table.

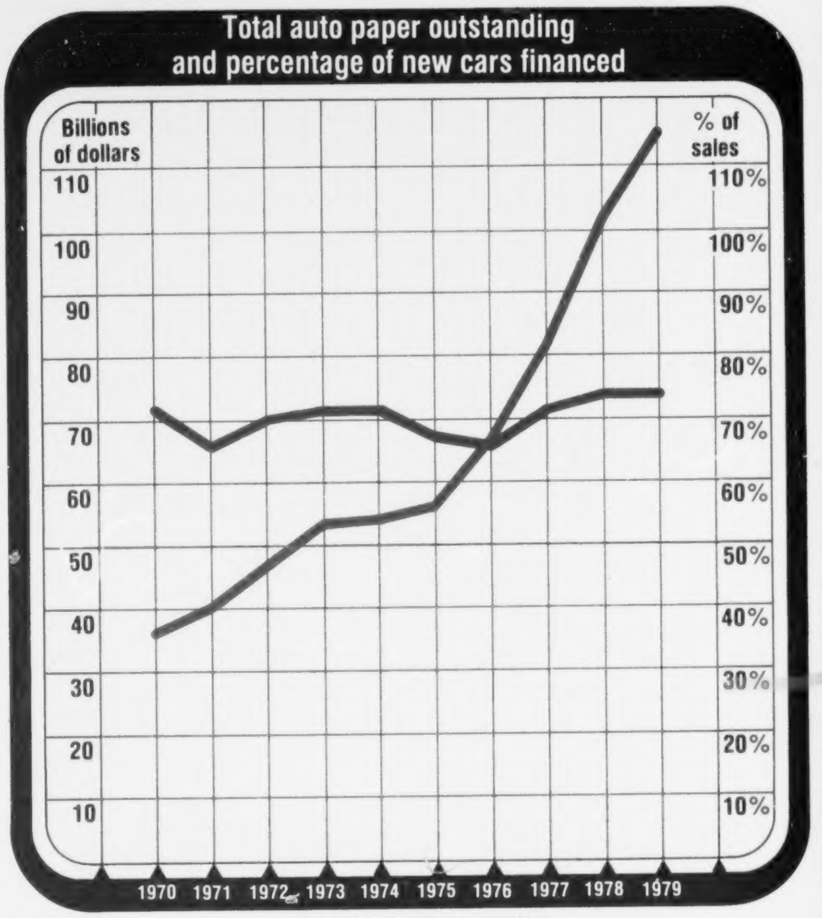
In the month of December, credit outstanding actually receded by $99 million. In December, banks accounted for 52 percent of the retail automobile credit extended compared with 57 percent the year earlier. Credit unions accounted for 18 percent compared with 22 percent in December 1978 and finance companies, primarily the auto companies' finance units, accounted for 30 percent compared with 21 percent the year earlier.

The auto companies blamed a variety of things, including the perceived oil shortage in mid-year, for a swing to imported cars by the consumer. Analysts agreed and added that falling consumer confidence in the economy, lack of available consumer credit, high interest rates and the perceived higher mileage of imports for the sales slump.

Overall, Wall Street was less than enthused with Detroit. Many analysts predicted a continuation of the capital formation problem, which forced Ford to go to the debt market to raise $300 million in early 1980.

Said one analyst: "There's more than just a problem with Chrysler. it's the whole industry. Even the suppliers are in jeopardy."

The industry entered the new decade with some very serious problems, not the least of which was how it was going to finance its $80 billion spending plans by the middle of the decade.


Total auto paper outstanding and percentage of new cars financed

Total auto paper outstanding
and percent of total sales financed

INCOME VS. CONSUMPTION

	Personal disposable income	Personal consumption expenditures	Percent consumption to income
1970	685.9	618.8	90.2%
1971	742.8	668.2	89.9
1972	801.3	733.0	91.5
1973	901.7	809.9	89.8
1974	984.6	889.6	90.3
1975	1,086.7	979.1	90.1
1976	1,184.5	1,089.9	92.0
1977	1,305.1	1,210.0	92.7
1978	1,458.4	1,350.8	92.6

CREDIT SALES OF NEW CARS AS A PERCENT OF TOTAL SOLD

Month	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
January	65	63	54	62	67	69	57	61	64	71
February	64	61	59	63	64	65	66	60	67	69
March	70	68	65	70	66	68	66	64	70	68
April	73	69	68	70	73	65	68	66	71	70
May	74	67	64	70	70	74	66	63	71	72
June	73	68	68	76	73	72	73	70	75	77
July	79	80	74	75	79	82	75	72	78	79
August	84	83	85	87	90	83	80	82	86	85
September	68	89	68	68	67	76	73	70	84	78
October	68	69	56	66	73	68	63	61	63	73
November	62	73	63	64	69	65	63	60	69	69
December	68	72	69	69	71	73	70	61	71	71
Year	71	72	66	70	72	72	68	66	72	74

SOURCE: Board of Governors of the Federal Reserve System

PERSONAL OUTLAYS FOR AUTOS AND AUTO-RELATED OUTLAYS

(AMOUNTS IN BILLIONS OF DOLLARS)

		Total Auto & Auto-Related Outlays*		Outlays For Autos		AUTO-RELATED OUTLAYS							
Year	Total Personal Outlays (P.O.)	Amount	% of P.O.	Amount	% of P.O.	Total Amount	% of P.O.	Gas and Oil	Repairs Greasing, Washing, Parking, Etc.	Tires, Tubes, Accessories and Parts	Insurance	Interest on Auto Debt	Tolls
1969	579.7	73.8	12.7	30.7	5.3	43.1	7.4	20.3	9.9	4.3	3.0	5.0	0.6
1970	618.8	75.1	12.1	27.8	4.5	47.3	7.6	22.0	11.2	4.6	3.7	5.2	0.6
1971	688.2	86.8	12.6	35.0	5.1	51.8	7.5	23.4	12.5	5.1	4.7	5.4	0.7
1972	733.0	95.8	13.1	39.4	5.4	56.4	7.7	24.9	13.9	5.7	5.2	6.0	0.7
1973	809.9	105.2	13.0	42.9	5.3	62.3	7.7	27.8	15.4	6.4	5.1	6.8	0.8
1974	887.5	110.2	12.4	36.1	4.1	74.1	8.3	36.3	17.6	6.9	5.4	7.1	0.8
1975	973.2	120.9	12.4	40.3	4.1	80.6	8.3	38.9	20.3	7.6	5.4	7.6	0.8
1976	1079.7	142.1	13.2	54.7	5.1	87.4	8.1	41.5	22.7	8.4	5.4	8.6	0.8
1977	1211.4	161.9	13.4	64.0	5.3	97.8	8.1	44.7	24.7	9.6	6.7	11.3	0.8
1978	1340.4	182.9	13.6	71.0	5.3	111.9	8.3	51.2	29.2	10.4	7.9	11.9	0.9
1979	1510.0	203.4	13.5	69.1	4.5	134.3	8.9	65.2	34.2	12.0	8.9	13.0	1.0

*—Excludes trailers

SOURCE: U. S. Department of Commerce, 1973 through 1976 data include NADA estimate for interest on auto debt.

FIVE-YEAR SUMMARY OF SALES, PROFITS, LOSSES

Worldwide Sales

(IN MILLIONS)

	1979	1978	1977	1976	1975
General Motors	$66,311	$63,221	$54,961	$47,181	$35,725
Ford Motor	43,514	42,784	37,842	28,840	24,009
Chrysler Corp.	12,002	13,618	16,708	15,538	11,598
American Motors	3,117	2,585	2,237	2,315	2,282

Profits

(IN MILLIONS)

	1979	1978	1977	1976	1975
General Motors	$ 2,893	$ 3,508	$ 3,338	$ 2,903	$ 1,253
Ford Motor	1,169	1,589	1,673	983	323
Chrysler Corp.	(1,097)	(204.6)	163	423	(260)
American Motors	84	37	6	(46)	(28)

Profits per Share

	1979	1978	1977	1976	1975
General Motors	$ 10.04	$ 12.24	$ 11.62	$10.08	$ 4.32
Ford Motor	9.75	13.35	13.08	10.45	3.86
Chrysler Corp.	(17.18)	(3.54)	2.71	7.02	(4.33)
American Motors	2.76	1.21	.27	(1.56)	(.92)

AUTOMOBILE INSTALMENT CREDIT OUTSTANDING BY MONTH

(IN MILLIONS)

	1979	1978	1977	1976	1975
January	$102,890	$ 83,075	$60,349	$53,318	$50,947
February	103,780	83,826	60,774	53,519	50,884
March	105,426	87,757	61,840	54,117	50,452
April	107,115	87,747	63,183	55,059	50,360
May	109,161	90,359	64,551	55,484	50,465
June	111,373	93,261	72,459	56,667	50,927
July	111,952	95,289	73,863	57,659	51,556
August	113,351	97,687	75,512	58,665	52,011
September	114,765	99,062	77,207	58,270	52,308
October	114,876	100,159	77,845	59,798	52,722
November	115,121	101,565	78,791	60,002	53,479
December	115,022	102,468	79,414	60,498	53,629

Federal Reserve Data

Auto advertising: 1980 will be remembered as the year of the rebate

By Joseph Bohn
Marketing Editor

The '80 model year will be remembered as the year of the rebate and for the hundreds of millions of dollars spent by domestic companies in special merchandising programs to move cars.

Chrysler was the first to promote rebates, beginning the summer of 1979. In doing so, it was by far the most successful. It sold 205,000 cars and trucks by the time '80s were introduced in October.

A reinstatement of rebates, characterized as a "special introductory offer" on '80 models, after they failed to catch on, fell flat, however. And by December, Chrysler was out of the rebate business — at least, temporarily.

Meanwhile, Ford and General Motors, struggling with big car stocks, launched into rebates (characterized as a "Treasure Hunt" at GM) beginning in early February, 1980. Ford rebated new '79 and '80 Fairmont/Zephyr compacts, as well as Thunderbird/Cougar XR-7s, which were big sales disappointments.

At GM, rebates were confined to large sized V-8 '79 cars and trucks.

Biggest advertising/merchandising news of the year was Chrysler's "Guarantees" program on which the company pinned its comeback hopes.

Here, Chrysler sought to reassure customers of quality by offering to refund their car's price after one month, if not satisfied, as well as giving $50 to people to test-drive and buy (either a Chrysler or directly competitive model) and other benefits like motor club membership and two-years' free maintenance.

Chrysler, under Kenyon & Eckhardt, and the new team of marketing/advertising people assembled, innovated a number of test programs, special merchandising programs and assorted ad campaigns, being by far the most creative marketer in terms of new concepts.

By March, though, it too was forced to reinstate rebates to compete with GM and Ford. This time, though, they were promoted as $500 "test-drive" offers (instead of the previous $50) on special models.

Importers generally had a gangbuster year. Fiat, though, was forced into $700 rebates in March to move out Stradas, Bravas and X/19s. Jaguar Rover Triumph too resorted to rebates, offering $2,000—then $4,000—on selected models to move the market.

1978 FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	1978 Total	1977 Total
Buick	$ 8,593.3	$ 7,920.9	$ 19,668.5	$ 5,498.3	$1,200.8	$ 768.0	$ 602.6	....	$ 44,252.4	$ 31,502.5
Cadillac	3,315.9	4,663.7	4,753.3	930.1	260.2	285.5	....	....	14,208.7	12,208.0
Chev. car & truck	18,131.6	24,042.2	47,178.4	5,607.5	512.6	16,139.0	4,439.8	....	116,051.1	116,001.3
Oldsmobile	8,826.8	8,919.6	10,129.3	4,560.3	302.0	1,175.0	177.4	....	34,090.4	27,221.6
Pontiac	6,837.3	6,082.7	12,603.5	6,735.1	216.7	870.0	199.2	....	33,544.5	27,543.4
GMC	180.8	2,304.2	892.5	84.0	223.1	218.0	9.7	....	3,912.3	3,170.1
TOTAL GM*	45,885.7	53,933.3	95,225.5	23,415.3	2,715.4	19,455.5	5,428.7	....	246,059.4	217,646.9
Ford car & truck	19,109.7	20,851.4	55,896.9	13,389.2	530.8	5,827.5	1,273.6	25,320.1	142,199.2	115,258.7
Lincoln-Mercury	8,100.0	4,777.3	19,330.1	17,705.4	....	647.5	30.1	12,641.2	63,231.6	52,245.3
TOTAL FORD**	27,209.7	25,628.7	75,227.0	31,094.6	530.8	6,475.0	1,303.7	37,961.3	205,430.8	167,504.0
Chrysler-Plymouth	2,000.0	20,000.0	30,000.0	15,400.0	400.0	400.0	200.0	6,000.0	74,400.0	45,700.0
Dodge car & truck	2,000.0	17,000.0	29,000.0	18,700.0	1,000.0	1,000.0	300.0	5,600.0	74,600.0	46,200.0
TOTAL CHRYSLER***	4,000.0	37,000.0	59,000.0	34,100.0	1,400.0	1,400.0	500.0	11,600.0	149,000.0	91,900.0
AMC	7,666.9	5,814.6	17,932.5	11,253.9	....	758.1	18.5	....	43,445.0	31,486.9
INDUSTRY TOTAL	$84,762.3	$122,376.6	$247,385.0	$99,863.8	$4,646.2	$28,088.6	$7,250.9	$49,561.3	$643,935.2	$508,537.8

*GM total expenditures in 1978 were $266,346,000, according to Ad Age, up 13 percent from $235,346,100 in 1977. This includes non-auto related expenditures.

**Ford's total was $210,000,000, up 14 percent from $184,000,000 in 1977. This includes non-auto related expenditures.

***Chrysler's total expenditures were $188,900,000, up 48 percent from $127,100,000.

SOURCE: Advertising Age

1978 DIRECT MEDIA AD EXPENDITURES BY MAJOR IMPORTERS

(IN THOUSANDS OF DOLLARS)

	Magazines	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	Total
Toyota	$8,943.1	$15,022.6	$20,195.9	$8,367.2	....	$3,351.0	$1,195.9	$7,500.0	$64,575.0
Datsun	6,350.2	19,310.9	13,840.6	4,365.9	111.2	7,834.0	479.4	9,200.0	61,492.2
Volkswagen	16,511.2	18,769.7	9,976.6	2,139.7	....	620.8	451.2	8,530.8	57,000.0
Honda	7,000.0	7,000.0	1,000.0	500.0	....	....	100.0	....	15,600.0
Fiat	2,500.0	3,500.0	4,500.0	1,000.0	....	1,000.0	....	....	12,500.0
Jaguar-Rover-Triumph	5,548.1	5,164.6	....	....	....	....	....	....	10,712.7
Subaru	3,500.0	5,000.0	1,500.0	....	....	....	....	....	10,000.0

Toyota, Datsun, Volkswagen figures are based on Advertising Age reports. The Volkswagen number includes about $13,215,000 in Porsche-Audi measured media expenditures.

Honda, Fiat, Jaguar-Rover-Triumph expenditures based on estimates and reports by individual manufacturers.

PROFILES OF ADVERTISING AGENCIES WITH AUTOMOTIVE ACCOUNTS

LISTED IN ORDER OF WORLD INCOME RANK—FIGURES ARE IN MILLIONS OF DOLLARS

		World Gross Income		U. S. Gross Income		World Billing		U.S. Billing	
Agencies with domestic accounts	**Account**	**1979**	**1978**	**1979**	**1978**	**1979**	**1978**	**1979**	**1978**
J. Walter Thompson	Ford Div.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0
McCann-Erickson	Buick	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1
Young & Rubicam	Lincoln-Mercury	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7
Leo Burnett	Oldsmobile	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0
D'Arcy-MacManus & Masius	Pontiac-Cadillac	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7
Grey Advertising	AMC	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7
Doyle Dane Bernbach	Volkswagen	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0
Campbell-Ewald	Chevrolet	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8
Compton Advertising	Jeep	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2
N.W. Ayer ABH Int.	GM Corp.	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5
Wells, Rich, Greene	Ford Corp.	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8
Kenyon & Eckhardt	Chrysler Corp.	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3
Agencies with Import accounts									
Foote, Cone & Belding	Mazda	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8
Benton & Bowles	Fiat	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8
Dancer Fitzgerald Sample	Toyota	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0
Marsteller	Renault	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4
Needham, Harper & Steers	Honda	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1
William Esty Co.	Datsun	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0
Bozell & Jacobs Int.	MG, Jaguar	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2
Scali, McCabe, Sloves	Volvo	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2
McCaffrey & McCall	Mercedes	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2
F. William Free	Alfa Romeo	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3
Ally & Gargano	Saab	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2
Levine, Huntley, Schmidt, Plapler & Beaver	Subaru	4.2	3.7	4.2	3.7	31.4	28.0	31.4	28.0
Ammirati & Puris	BMW	2.7	2.1	2.7	2.1	21.0	14.5	21.0	14.5
Van Leeuwen & Partners	Peugeot	2.6	2.5	2.6	2.5	17.0	16.3	17.0	16.3

SOURCE: Advertising Age

U. S. auto maker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.

Thomas A. Staudt, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, director of advertising; Robert Wheat, manager of Jeep advertising; Ray Avedian, manager of car advertising.

Car agency, Grey Advertising, New York; Jeep agency, Compton Advertising, New York.

CHRYSLER CORP.

Gar Laux, executive vice president of sales and marketing—U. S. and Canada; Jerry H. Pyle, vice president of sales; John K. Givens, director of marketing; Bud Liebler, director of merchandising; R. S. Cook, manager of international advertising and merchandising.

CHRYSLER-PLYMOUTH

Jeffrey Elpern, advertising manager.

DODGE

Arnold Thompson, manager of car and truck advertising.

Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD MOTOR CO.

John R. Bowers, director of advertising and merchandising strategy; J. B. McMechan, advertising programs manager; Fred Wuellner, advertising, policy and strategy manager; W. R. Small, dealership identification manager.

Agency: Wells Rich Greene, Detroit/New York.

FORD DIVISION

Louis Lataif, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gillooly, manager of car advertising; T. B. Ryan, Jr., manager of truck advertising.

Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION

Robert Rewey, general marketing manager; John B. Vanderzee, advertising manager.

Agency: Young & Rubicam, Detroit.

GENERAL MOTORS CORP.

Gail Smith, general director of advertising and merchandising; Donald J. Teasdale, manager of advertising—marketing staff; George H. Pruette Jr., public affairs advertising manager.

Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; Campbell-Ewald, Detroit; N. W. Ayer-ABH International, Philadelphia.

BUICK DIVISION

John Dabels, director of marketing research and sales analysis; Harold E. Savage, director of advertising; Thomas M. Edwards, advertising manager—special projects.

Agency: McCann-Erickson, Detroit.

CADILLAC DIVISION

Gordon Horsburgh, director of marketing; R. G. "Jerry" Chumbley, national merchandising manager; Tony Stromberg, assistant national merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION

David G. Rummel, director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon advertising manager; T. R. Chick, car advertising manager.

Agency: Campbell-Ewald, Detroit.

OLDSMOBILE DIVISION

David L. Neisch, assistant general sales manager —marketing and dealer activities; Charles Strong, advertising manager; Raymond R. Juracek, assistant advertising manager.

Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION

James H. Graham, director of merchandising; Tim Maloney, advertising manager; Donald Parkinson, merchandising manager.

Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO

David Rivkin, advertising manager.

Agency: F. William Free, New York.

BMW

J. Gordon Bingham, vice president of marketing; Brian Richardson, manager of general advertising and promotion.

Agency: Ammirati Puris Avrutick, Inc., New York.

JAGUAR ROVER TRIUMPH

Michael H. Dale, vice president of sales and marketing; Allen Taylor, advertising manager.

Agencies: (MG, Jaguar) Bozell and Jacobs, Inc., New York. (Triumph) Romano, Wollman/Advertising Inc., New York.

DATSUN

Robert Kent, vice president of marketing; Joseph Opre, national advertising manager.

Agency: William Esty Co.

FIAT

William Rude, director of marketing; Dudley Cohen, advertising manager.

Agency: Benton & Bowles, New York.

HONDA

C. G. Schmillen, vice president of car sales; Joseph Haight, car advertising manager.

Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA

Duane Bowen, manager, marketing; Howard Caudle, manager, sales promotion.

Agency: Foote, Cone & Belding & Honig, Los Angeles.

MERCEDES-BENZ

Robert C. Owens, Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.

Agencies: McCaffrey McCall, New York, (cars); Geer Dubois, New York, (trucks).

PEUGEOT

Ralph Wilson, national marketing manager; Barbara Sullivan, advertising manager.

Agency: VanLeeuwen Advertising, Inc., New York.

RENAULT

David VanPeursem, general manager of marketing; Marvin Klein, manager of advertising.

Agency: Marsteller, Inc., New York.

SAAB

Stanley Helling, marketing director; Peter Berla, advertising manager.

Agency: Ally & Gargano, New York.

SUBARU

Alan B. Ross, vice president advertising and public relations.

Agency: Levine, Huntley, Schmidt, Papler & Beaver, Inc., New York.

TOYOTA

Al Hagen, corporate marketing manager; Barney Brogan, advertising manager.

Agency: Dancer - Fitzgerald - Sample, Inc., Torrance, Calif.

VOLKSWAGEN

John Slaven, manager of Volkswagen advertising; Marvin Gruber, Porsche-Audi advertising manager.

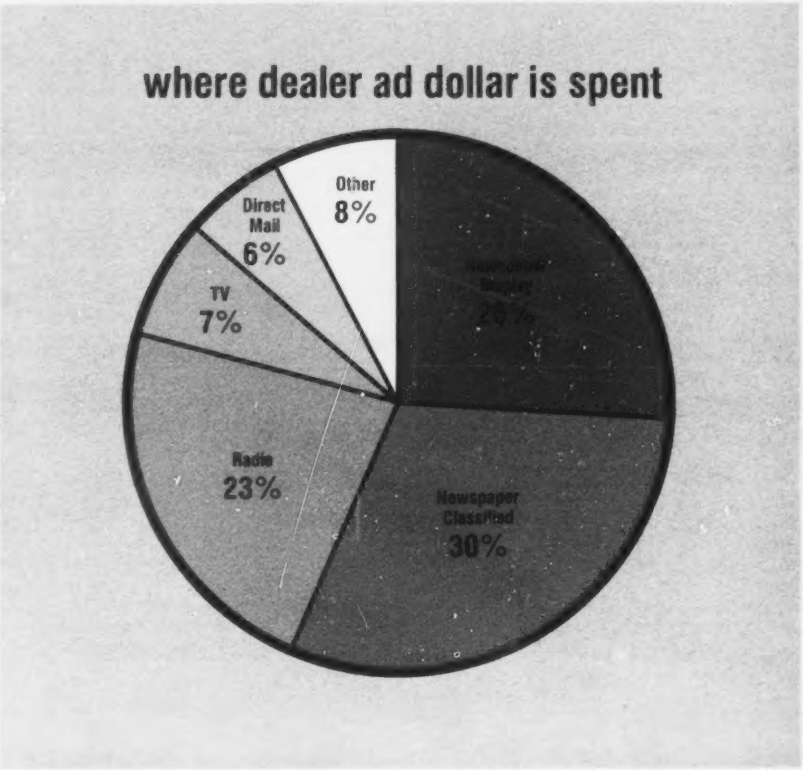
Agency: Doyle Dane Bernbach, Inc., New York. James Neai Harvey, Inc.

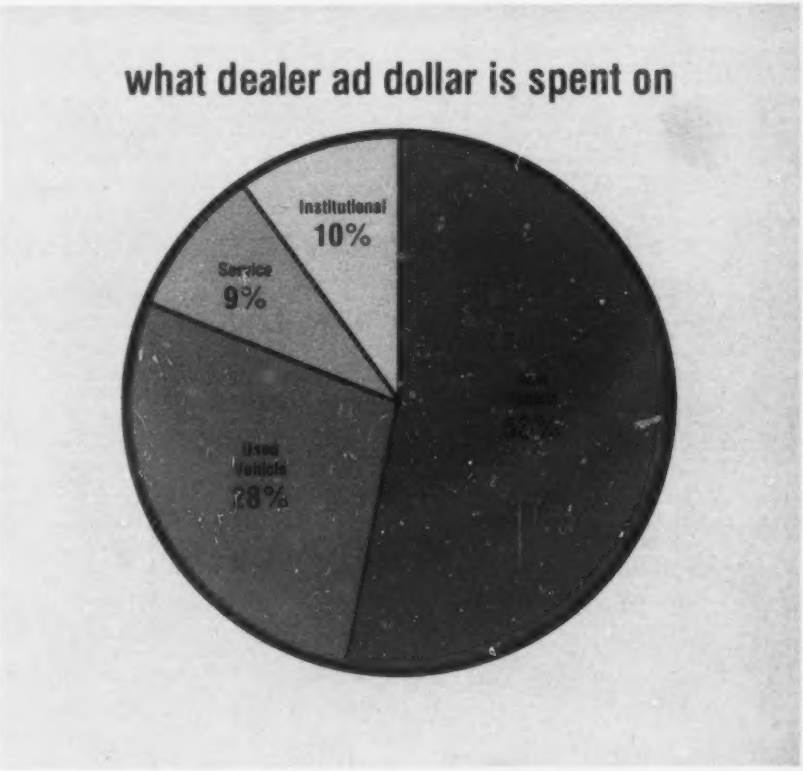
VOLVO

Milton Gravatt, manager of marketing service.

Agency: Scali, McCabe, Sloves, Inc., New York.

New-Car Dealer Advertising


where dealer ad dollar is spent


what dealer ad dollar is spent on

LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated Totals Spent in 1978 by All Dealers

By Media Used	
Newspaper (Classified)	$300 Million
Newspaper (Display)	260 Million
Radio	226 Million
Television	68 Million
Direct Mail	64 Million
Outdoor (Billboards, Signs)	30 Million
Programs (Theatre, Sports, School, etc.)	14 Million
Handouts or Handbills	6 Million
Display and Demonstrations	17 Million
Other	13 Million
TOTAL	**$998 Million**
By Type of Advertising	
New Vehicle	$524 Million
Used Vehicle	283 Million
Institutional	98 Million
Service	93 Million
TOTAL	**$998 Million**

SOURCE: NADA Economic Analysis Department

Used cars strong

Bloated prices of new cars push market near 15 million

By Richard A. Wright
Assistant Managing Editor

The used-car market was generally strong through 1979 and into the first quarter of 1980, but big gas-guzzlers were a drug on the market in the wake of continuing gasoline price increases and prices began softening in recent months.

Galloping inflation through the year ballooned prices to some extent, but for the most part, used-car prices did not keep pace with soaring new-car tags, making the older units a more attractive bargain.

In fact, in some months of 1979, average used-car auction prices were actually lower than in the same months of 1978. And in the first quarter of 1980, they were lower in each month than in 1979.

An estimated 14,720,000 used cars were sold by new and used-car dealers in 1979, the highest figure in the decade of the '70s. Of that total, franchised new-car dealers accounted for 10,220,000 and used-car dealers for 4,500,000.

The used-car market is sharply out of balance between large and small cars. While used-car prices reflect the market, new-car prices must take manufacturing costs into consideration. So the gap between hot-selling small cars and unwanted big cars is much greater for used units than for new.

Used imported economy sedans, which traditionally did not experience as much demand on the used-car market as domestic lines, are now very hot items, bringing in top dollar.

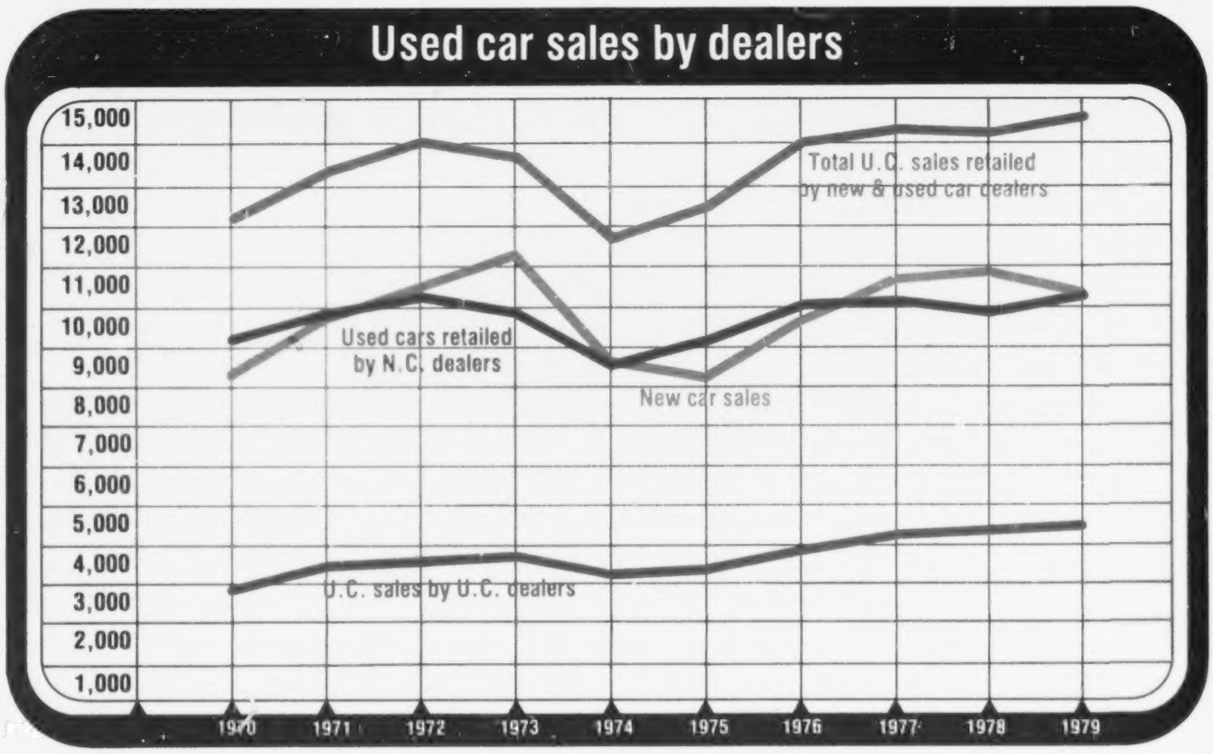
With the growth in the past decade of the used-car business, the wholesale auction has become an increasingly important aid to car dealers. In 1970, members of the National Auto Auction Assn. handled more than a million units. In 1979, they moved more than three million units.

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
197'	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9,903,000	4,390,000	14,293,000
1979*	10,220,000	4,500,000	14,720,000

*—Estimated

SOURCE: NADA


Used car sales by dealers

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1980

March	$3,112
Feb.	3,207
Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1972

Dec.	$1,293	June	$1,554
Nov.	1,345	May	1,614
Oct.	1,443	April	1,651
Sept.	1,527	March	1,643
Aug.	1,510	Feb.	1,663
July	1,525	Jan.	1,760

1971

Dec.	$1,179	June	$1,461
Nov.	1,202	May	1,436
Oct.	1,321	April	1,505
Sept.	1,346	March	1,538
Aug.	1,425	Feb.	1,740
July	1,405	Jan.	1,644

1978-79 PRICE AVERAGES BY MONTH AT AUCTIONS

1978	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1978	$7,368	$7,107	$6,599	$6,367	$5,812	$5,843	$5,886	$6,175	$6,020	$5,496	$5,749	$5,341
1977	4,961	5,053	4,784	4,996	4,940	4,940	4,761	5,004	5,256	4,557	4,349	4,403
1976	3,389	3,566	3,606	3,579	3,515	3,515	3,502	3,532	3,430	3,296	3,228	3,274
1975	2,543	2,648	2,676	2,808	2,879	2,879	2,715	2,762	2,596	2,456	2,448	2,391
1974	1,874	1,971	1,949	2,076	2,047	2,047	1,912	1,997	1,917	1,749	1,725	1,729
1973	1,459	1,560	1,520	1,617	1,578	1,578	1,499	1,476	1,468	1,322	1,274	1,265
1972	1,005	1,151	1,128	1,192	1,272	1,272	1,098	1,107	1,030	953	1,024	957
1971	845	899	1,084	985	1,082	1,082	912	928	837	834	....	....
Overall Average	$2,840	$3,048	$3,167	$3,271	$3,326	$3,172	$3,210	$3,386	$3,168	$3,139	$3,162	$3,271
1979	**Jan.**	**Feb.**	**March**	**April**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**
1979	$7,866	$7,751	$7,410	$6,270	$6,070	$6,095	$6,238	$5,663	$5,714	$5,702	$5,566	$5,608
1978	5,199	5,365	4,705	4,762	4,337	4,259	4,171	4,146	4,347	4,484	4,028	3,741
1977	4,150	4,264	3,933	3,693	3,299	3,352	3,031	3,262	3,277	3,639	3,179	3,043
1976	3,131	3,074	2,951	2,810	2,488	2,647	2,460	2,599	2,447	2,592	2,433	2,297
1975	2,347	2,427	2,217	2,140	1,927	2,011	1,897	1,938	1,867	1,727	1,870	1,828
1974	1,780	1,809	1,680	1,579	1,511	1,575	1,437	1,447	1,399	1,431	1,450	1,409
1973	1,379	1,288	1,281	1,240	1,136	1,234	985	1,110	1,106	1,147	1,106	1,120
1972	1,002	1,109	1,028	988	886	995	936	897	985	971	976	975
Overall Average	$3,373	$3,462	3,303	3,227	3,023	3,120	2,913	3,231	3,133	3,266	3,293	3,262

Who's doing what in the auto industry

By Richard A. Wright
Assistant Managing Editor

This section is a directory of the auto industry, including pictures and brief biographies of top executives, which begin on this page and are in alphabetical order, and a listing of firms in the auto industry, with addresses, phone numbers, products and top personnel.

After the Roster of Firms in the Auto Industry, which begins on Page 145, and designed for use with it, is the Dealer Buyer's Guide. This lists firms by product or service category. Details on the companies can then be found by looking them up in the Roster.

The Who's Who in the Auto Industry, which begins on this page, is a unique undertaking which puts emphasis on the people who actually run the companies and who mastermind the engineering, manufacturing, design, styling, advertising, marketing and selling of cars and trucks.

Representing the auto dealers are former presidents and current directors of the NADA.

Many important people in the industry are left out, since in a very real sense, middle management people, workers and technicians and auto dealers are all vital to the functioning of the industry. But space limitations require that we limit the list. We have tried to make the criteria for inclusion logical and reasonable.

The Roster of Firms in the Auto Industry lists companies involved in the many phases of the auto industry, in alphabetical order. Included are company names, products, addresses, phone numbers and top executives. Both the Who's Who and the Roster of Firms are updated each year in an effort to keep them as current as possible in this fast-changing industry.

Auto Industry Associations

AEA SERVICE DIVISION OF ASIA, 444 N. Michigan Ave., Chicago, Ill. 60611. Colman O'Shaughnessy, Manager.

AOT, INC., P.O. Box 1742, Midland, Mich. 48640. Executive Vice-President and General Manager, Dorothy M. Ross.

AMERICAN ASSN. FOR AUTOMOTIVE MEDICINE, P.O. Box 222, Morton Grove, Ill. 60053. Executive Secretariat: Health & Safety Associates, Inc.

AMERICAN AUTOMOBILE ASSN., 8111 Gatehouse Rd., Falls Church, Va. 22047. President, J. B. Creal.

AMERICAN BUS ASSOCIATION, 1025 Connecticut Ave., N.W., Washington, D.C. 20036. President, Arthur D. Lewis.

AMERICAN IMPORTED AUTOMOBILE DEALERS ASSN., 1220 19th St., N.W., Washington, D. C. 20036. President, Robert M. McElwaine.

AMERICAN PETROLEUM INSTITUTE, 2101 L St., N.W., Washington, D. C. 20037. President, Chas. J. Di Bona.

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Cranbrook Centre, 30233 Southfield Rd., Suite 101B, Southfield, Mich. 48076. President, Clayton E. Anderson.

AMERICAN TRUCKING ASSNS., INC., 1616 P St., N. W., Washington, D. C. 20036. President, Bennett C. Whitlock Jr.

AUTOMOBILE IMPORTERS OF AMERICA, INC., 1735 Jefferson Davis Hwy., Suite 1002, Arlington, Va., 22202. President, George C. Nield.

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 10800 N. Military Trail, Suite 222, Palm Beach Gardens, Fla. 33410. Executive Vice-President, Mel Steinbrenner.

AUTOMOTIVE BOOSTER CLUBS INTERNATIONAL, INC., 4902 Tollview Dr., Rolling Meadows, Ill. 60008. Executive Vice-President, James E. Bates, CAE.

AUTOMOTIVE DISMANTLERS AND RECYCLERS OF AMERICA, 1000 Vermont Ave., N.W., Suite 1200, Washington, D. C. 20005. Russell F. McKinnon, Executive Vice-President.

AUTOMOTIVE ENGINE REBUILDERS ASSN., 1238 Waukegan Rd., Glenview, Ill. 60025. Executive Vice-President, James H. Templin.

AUTOMOTIVE FINANCE ASSOCIATION, P.O. Box 1710, Miami, Fla. 33101. Director, Daniel J. Lino.

AUTOMOTIVE INDUSTRIES ASSN. OF CANADA, 1306 Wellington St., Room 305, Ottawa, K1Y 3B2, Ontario, Canada. Executive Vice-President, T. H. Whellams. Phone: 728-5821.

AUTOMOTIVE INFORMATION COUNCIL, Suite 105, 28333 Telegraph Rd., Southfield, Mich. 48034. President, Ronald H. Weiner.

AUTOMOTIVE PARTS AND ACCESSORIES ASSOCIATION, 1025 Connecticut Ave., N.W., Washington, D.C. 20036. President, Julian C. Morris.

AUTOMOTIVE PARTS MANUFACTURERS' ASSN., of Canada, 55 York St., Suite 402, Toronto, Ontario, Canada M5J 1R7. P. Lavelle, President.

AUTOMOTIVE PARTS REBUILDERS ASSN., 6849 Old Dominion Dr., McLean, Va. 22101. Lawrence P. Mutter, Executive Vice-President.

AUTOMOTIVE SERVICE COUNCILS, INC., Suite 112, 188 Industrial Dr., Elmhurst, Ill. 60126. George W. Merwin III, Executive Vice-President.

AUTOMOTIVE SERVICE INDUSTRY ASSN., 444 N. Michigan Ave., Chicago, Ill. 60611. Executive Vice-President, J. W. Nerlinger.

AUTOMOTIVE WAREHOUSE DISTRIBUTORS ASSN., INC., 1719 West 91st. Place, Kansas City, Mo. 64114. President, Martin Fromm.

BATTERY COUNCIL INTERNATIONAL, 111 East Wacker Dr., Chicago, Ill. 60601. Executive Secretary, Chas. R. Hockenberry.

CAR CARE COUNCIL, 17000 Executive Plaza, Dearborn, Mich. 48126. General Manager, Arthur H. Nellen Jr.

DIESEL AUTOMOBILE ASSN., 801 W. 181st St., New York, N. Y. 10033. President, Robert Gibbons

EQUIPMENT AND TOOL INSTITUTE, 1545 Waukegan Rd., Glenview, Ill. 60025. Executive Manager, Donn R. Proven.

HORSELESS CARRIAGE CLUB OF AMERICA, 9031 E. Florence Ave., Arrington Square, Downey, Calif. 90240. Executive Secretary, Marian Welch.

INDEPENDENT BATTERY MANUFACTURERS ASSN., INC., 100 Larchwood Drive, Largo, Fla. 33540. Executive Secretary, Dan A. Noe.

INTERNATIONAL MOBILE AIR CONDITIONING ASSN., INC., P.O. Box 567, Lansdale, PA. 19446. Executive Director, Stanley A. Rodman. Phone: 215/368-6766.

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 222 Cedar Lane, Teaneck, N. J. 07666. President, William A. Raftery.

MOTOR VEHICLE MANUFACTURERS ASSN. OF THE U. S., INC., 300 New Center Bldg., Detroit, Mich. 48202. President and Chief Executive Officer, V. James Adduci.

NATIONAL ASSN. OF FLEET ADMINISTRATORS, INC., 295 Madison Ave., New York, N. Y. 10017. Executive Director, Robert J. Berke.

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, INC. (NASCAR), P. O. Box K, Daytona Beach, Fla. 32015. President, Bill France Jr.; Vice-President and Secretary, James C. France.

NATIONAL AUTO AUCTION ASSN., 5701 Russell Dr., P.O. Box 29100, Lincoln Neb. 68529. Executive Secretary, Bernard Hart.

NATIONAL AUTOMOBILE DEALERS ASSN., 8400 Westpark Dr., McLean, Va. 22101. President, George Irvin; Executive Vice-President, Frank E. McCarthy.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., Suite 388, 23777 Greenfield Rd., Southfield, Mich. 48075. Executive Vice-President and General Manager, Douglas W. McGiveron.

NATIONAL AUTOMOTIVE PARTS ASSN., Suite 1129, Parklane Towers West, Dearborn, Mich. 48126. Vice-President, General Manager, Frank J. Lipford.

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 3700 National Dr., Suite 208, Raleign, N. C. 27612. Executive Director, Dan C. Ray II.

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1343 L St., N. W., Washington, D. C. 20005. Executive Vice-President, Philip P. Friedlander.

NATIONAL TRUCK LEASING SYSTEM, One North Wacker Dr., Chicago, Ill. 60606. Executive Vice-President, T. W. H. Miller.

NATIONAL WHEEL AND RIM ASSN., 4836 Victor St., Jacksonville, Fla. 32207. Executive Vice-President, Bryan W. Lewis.

PRODUCTION ENGINE REMANUFACTURERS ASSN., 1800 N. Argyle Ave., Suite 510, Hollywood, Calif. 90028. Executive Vice-President, Alvin P. Bean.

PUBLIC RELATIONS DEPT. OF THE AMERICAN PETROLEUM INSTITUTE, 2101 L St., N.W., Washington, D. C. 20037. Manager of Print Media, Earl A. Ross.

RECREATION VEHICLE INDUSTRY ASSN., 14650 Lee Road, P.O. Box 204, Chantilly, Va. 22021. President, David J. Humphreys.

RUBBER MANUFACTURERS ASSN., 1901 Pennsylvania Ave., N. W., Washington, D. C. 20006. President, Malcolm R. Lovell Jr.

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 400 Commonwealth Dr., Warrendale, Pa. 15096. General Manager, Joseph Gilbert.

SEMA (Specialty Equipment Market Assn.), 11540 E. Slauson Ave., Whittier, CA 90606. Executive Director, Dick Wells. Phone: 213/692-9402, 213/723-3021.

TRUCK BODY AND EQUIPMENT ASSN., INC., The Chevy Chase Bldg., 5530 Wisconsin Ave., Suite 1220, Washington, D. C. 20015. President, Berkley C. Sweet; Vice-President, Stanley J. Haransky.

TRUCK TRAILER MANUFACTURERS ASSN., INC., 2430 Pennsylvania Ave., N. W., Washington, D. C. 20037. President, Charles J. Calvin.

HIGHWAY USERS FEDERATION FOR SAFETY AND MOBILITY, 1776 Massachusetts Ave., N. W., Washington, D. C. 20036. President, Peter G. Koltnow.

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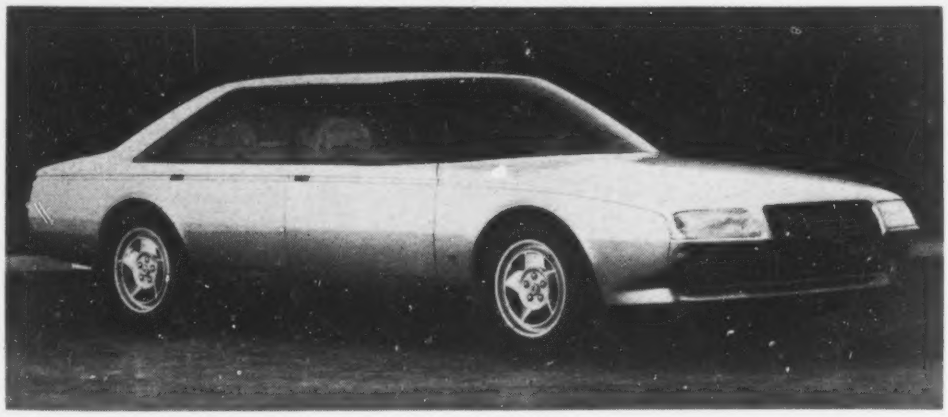
4-door Ferrari



A first from Pininfarina

First four-door Ferrari ever, the Pinin was displayed at the Turin Motor Show by Pininfarina. The car is powered by the Ferrari Boxer flat-12 engine, mounted in front. Smoked-glass windows are fitted to mask the framework and pillars. The Pinin also features special lighting systems, sophisticated electronics and an on-board computer. Story and other pictures on Page 2.

Makers oppose 35-40 MPG for 1995; DOE backs away

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Predictably, the domestic auto industry told the Senate Energy Committee last week that it wanted no part of a 40 MPG—or even a 35 MPG—CAFE for 1995 models.

Not so predictably, the Energy Department, which had been expected to endorse the bill proposed by Washington Democratic Senators Henry Jackson and Warren Magnuson, did not do so.

Instead, DOE stressed the importance of using new technology and further study of the effects on the industry of further regulation.

The story here is that at the last moment, the White House Office of Management and Budget pulled rank on DOE to bring it into line with the new policy direction at the Transportation Department—one of trying to work more closely with the ailing auto industry.

DOT Deputy Secretary William J. Beckham said DOT reserved the right to set its own post-1985 standards, but the outcome must await the auto industry study due next January. This is the big-look study—the so-called nine month study — which Secretary Neil Goldschmidt is still looking for a guru from outside to head.

Almost all witnesses—excepting American Motors—found 40 MPG or 35 MPG by 1995 to be technologically feasible. The wide ranging discussion was about the state of the auto industry, whether it needed direct help via taxes or depreciation or loans and whether these should be tied to the making of super-efficient vehicles.

Jackson repeatedly stressed he was not out to hurt the industry but to help it, saying that the current standards had indeed helped to move the dom... companies toward cars that could compete with imports, and without CAFEs the industry would be in even worse shape.

All Senators present were acutely aware of Chrysler's plight and Ford's worsening situation, not to mention the adverse trade imbalance in both oil and autos.

But there was, nonetheless, a lot of sentiment for sending that signal to Detroit, with 15 years leadtime, to make the cars Americans are buying. The old question of whether it is better to spend billions to develop cheaper synthetic fuels (20 years away) or to spend billions to help Detroit companies have modern plants and products competitive with the Japanese was raised (perhaps only 10 years away).

• Inevitably, the Detroit products were compared with the Volkswagen diesel, already at 40 MPG, and other VW prototype test cars with 60 to 75 MPG. The recurrent theme was that it was better to save a barrel of oil than to produce or buy one, and the emphasis was that the auto accounts for 40 percent of the oil used in the U. S.

The Jackson-Magnuson package—which will be the subject of further hearings this month by the Senate Commerce Committee—also includes mandating

Continued on Page 57, Col. 1

Michigan loan eases Chrysler cash crisis

By Richard A. Wright
Assistant Managing Editor

DETROIT.—A relaxed and obviously pleased Lee A. Iacocca told the press here last week that "things look good" as the Chrysler Corp. chairman announced that the State of Michigan had come through with a $150 million loan.

"We're very close to the end zone," he said, adding that "this is the first money we've seen. We've had a lot of commitments, but the State of Michigan is the first to give us cash."

It had earlier been rumored that Michigan would loan only $65 million, but it went for the full $150 million.

At presstime, the Chrysler Loan Guarantee Board was believed to be near approval of $1.5 billion in loan guarantees. Approval was delayed because a "few items" were still pending.

Treasury Secretary G. William Miller, chairman of the Chrysler Loan Guarantee Board, said the negotiations would be finished by Friday or Saturday (May 2 or 3), allowing the board to meet "the timetable laid down by Chrysler."

Miller said he thought the 1981 K-body cars which Chrysler will introduce this fall "will be a very strong entry." Without the loan guarantees, Chrysler

Continued on Page 61, Col. 4

NEWSPAPER

U. S. dealer total cut by peak 258 in first quarter

By John K. Teahen Jr.
Managing Editor

January-March was another extremely difficult period for the domestic new-car dealer population. The first quarter resulted in a decline of 258 outlets, the latest AUTOMOTIVE NEWS census discloses.

The census found 23,121 establishments in operation on April 1, compared with 23,379 at the beginning of this year.

It was the biggest first-quarter loss in the 19 years that AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

And it was the third biggest loss of any quarter in that 19-year period. Only the third quarter of last year, with 330 departures, and the third quarter of 1970, with 287, were higher.

Chrysler Corp. and Ford Motor Co. accounted for almost all of the quarterly decline. General Motors showed a slight drop, and American Motors ran counter to the industry trend by posting a gain.

Chrysler's total slipped by 152 outlets, and Ford Motor was off 97. GM had 30 fewer dealers than at the beginning of the year, and AMC reported a rise of 36.

That's an aggregate dip of 243. The total was increased to 258 by a change in the number of intercorporate duals, principally AMC links with Big Three makes.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

The first-quarter drop of 258 outlets followed a decline of 672 for the entire year of 1979. Barring a sudden—and unexpected—reversal of the trend, 1980 could be a worse year for the dealer body than 1979, and 1979 was the roughest since 1970.

Stated simply, the present downturn can be summed up in a single word—money.

Sales are depressed so there's not enough cash coming in. Expenses—especially interest rates—are sky high so there's too much money going out. The combination has caused hundreds of dealers to give up the struggle.

It remains to be seen how much the floor-planning assistance now offered by the Big Three will affect the situation.

The latest dip of 258 outlets was exactly three times as stiff as last year's first quarter when the drop was 86.

Indeed, the current succession of staggering losses didn't set in until July of last year. There was a decline of 330 establishments in the third quarter, another 209 in the fourth and now 258.

And the decimation probably would have been greater were it not for the fact that about

Continued on Page 58, Col. 1

U. S. CAR OUTLETS

	April 1, 1980	Jan. 1, 1980
American Motors	1,737	1,701
Chrysler Corp.	4,267	4,419
Ford Motor Co.	6,417	6,514
General Motors	11,395	11,425
Totals	23,816	24,059
Minus Intercorp. Duals	695	680
NET OUTLETS	23,121	23,379

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breaking news

GM dealer incentive money on the way

DETROIT.—General Motors is planning to release special money to its car divisions which will be passed along to dealers to aid slow-moving cars. Consumer rebates are out. GM feels they wouldn't be effective. It's advising price reductions, most likely in the form of wholesale incentive programs.

Volvo and Saab factories closed

STOCKHOLM. — A general labor strike and a corresponding lockout in Sweden have shut down Volvo and Saab factories. In a lingering dispute over wages, 100,000 unionists called a general strike. Lockouts idled another 750,000. Interruption in shipments from Sweden have shut down the Saab assembly plant in Finland as well.

Post-strike truck output accelerating at IH

CHICAGO. — Although some small-scale picketing crimps output here and there, International Harvester truck production is running about 200 units a day, officials said at the announcement of the firm's plans for a science and technical

See BREAKING NEWS, Page 63, Col. 1

Biggest loss on record for period

Domestic dealer total down 258 for quarter

Continued from Page 1

half of the domestic dealers also handle an import, either captive or independent. There's little question that their import lines are helping keep a lot of domestic dealerships afloat.

Franchise counts for the Big Three paralleled the dealership dropoffs in the first quarter—heavy for Chrysler Corp. and Ford Motor and light for GM.

There was a first-quarter decline of 107 franchises for the Chrysler car line, 84 for Plymouth and 76 for Dodge. The Ford car franchise total was down 61; Mercury was off 43, and Lincoln dipped by 35.

At GM, there were no changes in the totals for Buick and Cadillac. Oldsmobile was down 5; Pontiac dropped by 10 and Chevrolet by 20.

The gain for American Motors continued a success story that began in the fourth quarter of 1977. Since that time, the AMC dealer total has gone up in eight of the 10 quarters. It now stands at 1,737, the highest since the summer of 1976.

In the first quarter, AMC added 36 outlets, its best quarterly performance since the summer of 1969.

During its recent upsurge, AMC usually has gained by dualing with existing Big Three dealerships, which doesn't add anything to the domestic industry's dealer total. This time, the 36-outlet increase included only 13 duals, which meant an overall boost for the domestic industry's battered ranks.

AMC now has 681 duals with Big Three makes of cars, compared with 668 on Jan. 1.

For Chrysler Corp., the first-quarter decline of 152 outlets was the steepest for that period in the 19 years for which such records are available. A year ago, the decline was 47 for the quarter.

Chrysler had 4,267 car dealers on April 1, compared with 4,419 at the beginning of the year. Since last July 1, the troubled corporation has lost 443 dealers.

Franchise counts on April 1 of this year were Chrysler, 2,964; Plymouth, 2,709, and Dodge, 2,568.

In addition to its 4,267 car dealers, Chrysler has 10 that handle only Dodge trucks and four that are carried on the books as "DeSoto exclusives." The 14 are omitted from the corporate car-dealer total, and the 10 truck-only points are omitted from the Dodge car total.

• In recent years, Ford Motor's dealer total has been the most stable of the Big Three, but the first quarter was a bad one. The company showed a decline of 97 outlets, its biggest quarterly downturn in the 19 years that AUTOMOTIVE NEWS has been making quarterly counts.

Last year, Ford lost only 20 outlets in the first quarter.

Current franchise totals are: Ford, 5,426; Mercury, 2,892, and Lincoln, 1,577.

Ford Motor, like Chrysler, has some dealerships that do not handle cars. There are 90 of them, and they stock only Ford heavy-duty trucks. Those locations are excluded from both the corporate dealer count and the Ford Division franchise total.

The GM first-quarter dropoff of 30 dealerships was lighter than might have been expected, but it was still three times as high as the 10-outlet dip in the year-ago period.

GM counted 11,395 car dealerships on April 1, compared with 11,425 on Jan. 1.

Franchise totals at the beginning of the second quarter were: Chevrolet, 5,855; Oldsmobile, 3,310; Pontiac, 3,210; Buick, 3,050, and Cadillac, 1,630.

Looking back a year, the current domestic dealer total of 23,121 is down 844 from the 23,965 in business on April 1, 1979.

In the 12-month period, there have been declines of 472 for Chrysler Corp., 202 for Ford Motor and 160 for GM. AMC is up 70. That's an aggregate drop of 764. There are 80 more intercorporate duals than there were a year ago, thus the net decline is 844.

FRANCHISE TOTALS

	April 1, 1980	Jan. 1, 1980
AMERICAN MOTORS	1,737	1,701
CHRYSLER CORP.		
Chrysler	2,964	3,071
Dodge	2,568	2,644
Plymouth	2,709	2,793
FORD MOTOR CO.		
Ford	5,426	5,487
Lincoln	1,577	1,612
Mercury	2,892	2,935
GENERAL MOTORS		
Buick	3,050	3,050
Cadillac	1,630	1,630
Chevrolet	5,855	5,875
Oldsmobile	3,310	3,315
Pontiac	3,210	3,220

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Total of 201,088 good for 26.87 percent of market

Import registrations hit Jan. high

By Jenny L. King
Staff Writer

Registrations of new imported cars in January demolished the record for the month which had been established a year ago, according to figures compiled by R. L. Polk & Co.

Registrations of new imported cars in January totaled 201,088, up 52.45 percent from the former record of 131,905.

•Import penetration of the January new-car market was a record 26.87 percent, up substantially from 17.49 percent a year earlier, and up from 23.63 percent in December, 1979.

Of the four imports struggling for the top of the heap, two gained in their shares of total import registrations and two suffered declines, although three of the four had increased registrations.

Toyota gained 6.59 percentage points to 23.65 percent from 17.06 percent. Second-place Datsun was up 4.19 percentage points to 20.57 percent from 16.38 percent. Honda took over third place from Volkswagen, although its share dropped 0.64 percentage points to 13.88 percent from 14.52 percent. VW, whose U. S. and import registrations are combined by Polk, slipped 7.25 percentage points to 9.01 percent from 16.26 percent.

Mazda and Subaru enjoyed both increased registrations and a greater share of the import total in January. Mazda registrations doubled; its share of the total was up 1.77 percentage points to 6.86 from 5.09. Subaru's total was up more than 70 percent; it climbed to 4.88 percent from 4.28 percent of the total.

Mercedes-Benz dropped 0.55 of a point to 2.28 percent from 2.83 percent, and Fiesta slipped 0.12 of a percentage point to 3.14 percent from 3.26 percent.

The top 10 imports accounted for 89.80 percent of January registrations, compared with 84.89 percent a year earlier.

- By country of origin, Japan soared ahead of its competitors to claim 76.22 percent of January import registrations, up from 63.66 percent a year ago. France was up to 1.21 percent from 1.14 percent.

West Germany lost most of what the Japanese gained, dropped to 17.63 percent from 27.35 percent. Sweden's share dwindled to 2.57 percent from 3.38 percent. Italy was down to 1.53 percent from 2.95 percent and United Kingdom accounted for less than one percent, 0.84 percent from 1.52 percent.

Registrations by country of origin in January with year-earlier figures in parentheses were: Japan, 153,277 (83,979); West Germany, 35,460 (36,080); Sweden, 5,159 (4,458); Italy, 3,075 (3,886); France, 2,429 (1,498), and UK, 1,688 (2,004).

Registrations for imported light trucks in January totaled 43,129, up 36.39 percent from 31,621.

Registrations of imported trucks in January by nameplate with year-earlier figures in parentheses were: Toyota, 11,192 (7,760); Datsun, 8,868 (6,800); LUV, 8,230 (6,481); Courier, 6,619 (6,652), and others, 8,220 (3,928).

IMPORT REGISTRATIONS SHARES IN U. S.

JANUARY

	Regis. Jan. 1980	Percent Share of Market	Regis. Jan. 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	47,549	23.65	22,504	17.06	+ 6.59
Datsun	41,368	20.57	21,605	16.38	+ 4.19
Honda	27,905	13.88	19,145	14.52	− 0.64
Volkswagen	18,128	9.01	21,445	16.26	− 7.25
Mazda	13,797	6.86	6,719	5.09	+ 1.77
Subaru	9,818	4.88	5,645	4.28	+ 0.60
Fiesta	6,311	3.14	4,303	3.26	− 0.12
Colt	5,565	2.77			
Arrow/Champ	5,560	2.76			
Mercedes-Benz	4,590	2.28	3,737	2.83	− 0.55
Volvo			3,487	2.64	
Fiat			3,382	2.57	
All Others	20,497	10.20	19,933	15.11	− 4.91
TOTAL	201,088	100.00	131,905	100.00	
Share of U. S. Total		26.87		17.49	+ 9.38

Registrations not available for Oklahoma, delayed for Hawaii.

factories list auction dates

American Motors

May 6—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

May 7—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 31, Boaz, Ala.

May 8 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

May 13—Ohio Auto Auction, Columbus, O.

May 14—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 16—Concord Auto Auction, Hosmer St., Acton, Mass.

May 20—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

May 21—Big D Auto Auction, W. Hwy. 80, Dallas; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

May 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

May 27—Ohio Auto Auction, Columbus, O.

May 28—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 30—Concord Auto Auction, 824 S. Taft, Mason City, Ia.

AMC sales are open to all dealers.

Chrysler Corp.

May 5—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

May 6—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

May 7—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

May 8 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 9 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

May 12—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

May 13—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 14 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 15—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 16—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

May 19—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

May 20—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

May 21—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

May 22—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 23—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

May 26—Clanton's Auto Auction, 1027 Pearl, Darlington, S.C.

May 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago, Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 28 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 29—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 30—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

May 6 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

May 8 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

May 13—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

May 14—Dallas Auto Auction, 4226 E. Main, Dallas; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 21 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

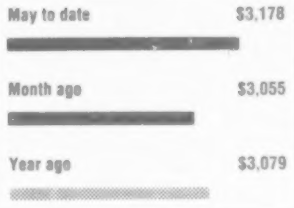
May 22 — Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

May 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

May 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Used car sales

Auction averages



Model breakdown

Auction averages

	May To Date	April	March
1980	$6,405	$6,322	$6,799
1979	4,550	4,940	5,108
1978	3,417	3,441	3,533
1977	2,613	2,642	2,691
1976	2,079	2,052	2,069
1975	1,562	1,737	1,769
1974	1,159	1,234	1,375
1973	961	1,037	991
Overall Average	$3,178	$3,102	$3,112

Week's 126,331 is 40 pct. below year ago

Auto production blues continue

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 126,331 fell 12.94 percent from the 145,114 built the previous week.

Last week's figure was a 40.22 percent drop from the 211,338 assembled in the comparable 1979 week.

Year-to-date car production of 2,421,162 is a 26.58 percent decline from the 3,297,527 produced by this date in 1979.

General Motors assembled 82,283 units last week and has a 65.17 percent share of the year-to-date total.

Ford Motor Co. built 20,360 cars last week and has 19.89 percent of the year's total.

Chrysler Corp. produced 16,250 units last week and has 9.31 percent of year-to-date production. American Motors assembled 2,978, and has 2.69 percent of the total.

Volkswagen of America built 4,375 Rabbits last week. VWoA has a 2.89 percent share of year-to-date output. Checker produced 85 units and has 0.05 percent of the total.

AMC's Kenosha point is working a regular schedule this week, as are all Chrysler assembly plants.

- VWoA is working one hour of overtime on both shifts Monday through Thursday of this week.

Passenger-car operations at Ford's Atlanta, Louisville, St. Louis, Chicago and Lorain plants closed last Monday (April 28) for two weeks.

Ford's Wayne and Wixom points were also down last week.

The Ford closings idled 17,750 workers temporarily.

The Oldsmobile plant in Lansing will halt production of the Delta 88 and 98 beginning today (May 5) for two weeks. The companion Fisher Body plant will also be down for the same period.

Production of the LeSabre and Electra at the Buick point in Flint will stop beginning today for two weeks, as will production at the companion Fisher Body point.

The Pontiac assembly plant in Pontiac and the companion Fisher Body point will be down this week for the second week in a row.

Cadillac Detroit will close starting today for one week as will the companion Fisher Body plant.

The closings will idle 33,800 workers temporarily. The number of GM employes on indefinite layoff this week is 107,000.

Trucks up a bit, but output stays far behind 1979

U. S. truck production last week of 38,804 rose 4.57 percent over the previous week's 37,107, but fell 55.49 percent from the 87,190 assembled in the comparable 1979 week.

Year-to-date output of 632,876 is a 54.29 percent drop from the 1,384,399 assembled by this date in 1979.

All Chrysler Corp. truck plants are working regular schedules this week.

International Harvester is working a regular schedule but may have a production schedule change on May 9.

Volkswagen of America is working one hour of overtime on both shifts Monday through Thursday of this week.

The American Motors Jeep plant in Toledo closes today (May 5) for three weeks. When Jeep reopens, there will be a change in the model mix to production of more wagons and light trucks.

Ford Motor Co.'s Michigan plant closed last Monday (April 28) for two weeks.

The GMC Truck & Coach plant in Pontiac will be down this week for annual inventory.

Canadian output of autos, trucks continues to slide

Car and truck production in Canada last week declined compared with the previous week.

Auto production of 16,847 last week fell 14.99 percent from the previous week's 19,818, and dropped 35.93 percent from the 26,295 assembled in the comparable 1979 week.

Year-to-date car output of 308,431 is a decline of 21.86 percent from the 394,732 built by this date in 1979.

Truck production last week of 10,687 was down 16.12 percent from the 12,740 of the previous week, and fell 29.02 percent from the 15,057 assembled in the same week in 1979.

Year-to-date truck production of 199,485 is a drop of 27.34 percent from the 274,550 produced by this time in 1979.

Chrysler Corp.'s auto and truck assembly plants will work regular schedules this week.

The American Motors Jeep plant in Brampton closed last Monday and will remain down until May 12. The plant is scheduled for regular production from May 12 until it closes June 2 for changeover to production of the Eagle and Concord.

Mack is working a regular schedule this week after having been closed the week ended April 26.

Volvo is working a regular schedule this week although officials there fear downtime in May due to a threatened strike in Sweden.

Ford Motor Co.'s Oakville plant was down last week. All Ford car and truck assembly plants are working regular schedules this week.

All General Motors assembly points are working regular schedules this week. Beginning today (May 5), Ford's fabricating plant in Oshawa will be closed for one week.

U. S. CAR PRODUCTION

	Week Ended May 3, 1980	Same Week 1979	Week Ended April 26, 1980	April Estimate	Jan. 1, to May 5, 1979	Jan. 1, to May 3, 1980
AMERICAN MOTORS	2,978*	3,050*	2,978*	14,294*	42,658*	65,046*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	16,250	27,347	12,009	57,058	322,696	225,389
Plymouth Total	6,650	11,622	5,915	26,501	128,419	103,272
Horizon	3,200	4,123	3,270	15,160	59,038	56,175
Volare	2,800	7,214	2,066	9,151	66,896	37,475
'80 Gran Fury	350		481	1,649		7,890
Caravelle†	300	285	98	541	2,485	1,732
Chrysler Total	2,900	5,290	1,223	6,942	66,604	29,284
Chrysler	800	1,893	806	2,832	28,973	7,596
LeBaron	2,100	3,397	417	4,110	37,631	21,688
Dodge Total	6,700	10,435	4,871	23,615	127,673	92,833
Omni	2,900	3,885	2,850	13,217	52,271	50,268
St. Regis	400	774	346	1,404	10,705	6,428
Diplomat	1,400	1,294	155	2,410	19,111	9,708
Aspen	2,000	4,482	1,520	6,584	45,586	26,429
FORD MOTOR	20,360	50,455	35,273	134,910	865,243	481,665
Ford Division	15,779	30,437	25,066	100,135	542,383	350,233
Pinto	3,387	4,428	3,553	15,949	65,747	35,366
Mustang II/Mustang	5,975	7,147	6,073	29,182	138,029	96,859
Fairmont	6,417	5,196	6,522	30,283	59,561	97,069
Granada		4,729		5,945	57,949	26,284
LTD II		1,051			16,620	
Thunderbird		7,361	5,256	12,859	122,051	58,317
Ford		525	3,662	5,917	82,426	36,338
L-M Division	4,581	20,018	10,207	34,775	322,860	131,432
Mercury Total	4,581	15,528	10,207	31,574	244,498	118,288
Bobcat	628	1,376	507	2,840	16,806	7,494
Capri	1,726	2,272	1,633	7,876	40,477	28,130
Zephyr	2,227	2,105	2,202	9,875	23,185	32,238
Monarch		2,236		1,639	30,471	7,793
Cougar/XR7		4,379	3,300	5,125	77,911	20,978
Mercury		3,160	2,565	4,219	55,648	21,655
Lincoln Total		4,490		3,201	78,362	13,144
Lincoln		2,313		1,333	38,854	4,826
Versailles		292		289	7,767	1,443
Mark VI		1,885		1,579	31,741	6,875
GENERAL MOTORS	82,283	125,654	89,891	401,145	2,012,714	1,577,910
Buick Division	16,889	19,232	17,421	82,776	297,335	311,715
Skyhawk		532			8,594	
Skylark/'79-'80	4,183	1,993	4,781	21,235	19,460	82,212
Century	4,379	1,241	4,195	20,202	19,461	66,148
Regal	3,741	6,565	4,926	22,901	103,759	79,173
Buick	3,604	7,356	3,519	15,461	120,271	65,499
Riviera	982	1,545		2,977	25,790	18,683
Cadillac Division	3,647	8,349	1,930	12,711	160,226	85,485
Seville	515	968		1,427	20,735	15,419
Cadillac	2,090	5,493	1,930	8,009	105,943	48,750
Eldorado	1,042	1,888		3,275	33,548	21,316
Chevrolet Division	34,341	54,194	36,011	163,745	850,881	653,361
Chevette	8,910	10,534	8,723	41,735	131,093	161,223
Monza	3,677	3,341	3,637	17,244	54,120	57,466
Camaro	3,849	6,079	3,543	14,072	109,157	50,001
Nova/Citation	8,844	6,602	10,549	45,119	62,829	167,998
Malibu	4,440	9,370	6,584	28,002	155,046	99,141
Monte Carlo	1,421	4,118	2,185	10,068	106,905	46,576
Chevrolet	2,400	13,170		3,728	214,562	54,455
Corvette	800	980	790	3,777	17,166	16,501
Oldsmobile Division	18,094	25,959	20,131	87,481	412,173	305,789
Starfire		509			7,491	
Omega/'79-'80	2,264	1,129	2,268	11,027	9,130	43,110
Cutlass	11,183	12,993	11,419	52,908	199,902	146,952
Oldsmobile	3,842	9,956	6,444	20,915	170,034	99,280
Toronado	805	1,372		2,631	25,616	16,447
Pontiac Division	9,312	17,920	14,398	54,432	292,099	221,560
Acadian†	650	421	639	3,195	7,904	9,134
Sunbird	3,103	2,296	3,175	14,027	34,876	53,592
Phoenix/'79-'80	2,764	1,960	3,302	13,592	18,283	47,947
Firebird	1,911	4,703	1,934	8,118	81,875	34,999
LeMans	530	1,974	1,938	5,836	38,619	21,410
Grand Prix		2,500	1,673	4,503	38,323	23,968
Pontiac	354	4,066	1,737	5,161	72,219	30,510
VOLKSWAGEN	4,375	4,735	4,877	22,989	52,646	69,991
CHECKER	85*	97	86	399	1,570	1,161
Total Cars, U. S.	126,331	211,338	145,114	630,795	3,297,527	2,421,162

CANADIAN CAR PRODUCTION

	Week Ended May 3, 1980	Same Week 1979	Week Ended April 26, 1980	April Estimate	Jan. 1, to May 5, 1979	Jan. 1, to May 3, 1980
CHRYSLER CORP.		4,395		2,070	53,226	23,001
FORD MOTOR	4,606	8,116	7,485	27,247	116,115	86,488
GENERAL MOTORS	12,016	13,604	12,108	52,784	222,226	195,017
VOLVO	225	180	225	1,044	3,165	3,925
Total Cars, Canada	16,847	26,295	19,818	83,145	394,732	308,431
N. American Cars	143,178	237,633	164,932	713,940	3,692,259	2,729,593
N. American Trucks	49,491	102,247	49,847	197,655	1,658,949	832,361
North American Cars and Trucks	192,669	339,880	214,779	915,595	5,351,208	3,561,954

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 3, 1980	Same Week 1979	Week Ended April 26, 1980	April Estimate	Jan. 1, to May 5, 1979	Jan. 1, to May 3, 1980
CHEVROLET	7,965	25,578	8,663	37,202	425,285	206,227
DODGE/PLYMOUTH	3,700	9,568	2,101	14,098	179,413	50,838
FORD	17,336	32,900	16,956	57,746	494,007	240,320
GMC	5,012	9,109	4,368	17,893	125,252	62,902
INTERNATIONAL	564	3,121	1,326	1,890	52,889	1,890
MACK	600	761		1,972	13,487	9,940
WHITE	138	252	135	588	4,786	2,753
JEEP	1,680*	4,500*	1,680*	3,360*	65,888	29,540*
AM CORP.	284*	450*	284*	1,363*	8,272	3,531*
VOLKSWAGEN	625		694	3,270		9,875
MISCELLANEOUS	900*	950	900	4,320*	15,120	15,060*
Total Trucks, U. S.	38,804	87,190	37,107	143,702	1,384,399	632,876

CANADIAN TRUCK PRODUCTION

	Week Ended May 3, 1980	Same Week 1979	Week Ended April 26, 1980	April Estimate	Jan. 1, to May 5, 1979	Jan. 1, to May 3, 1980
CHRYSLER CORP.	1,040		1,049	5,137	25,990	13,288
FORD MOTOR	3,054	6,226	4,540	17,585	102,510	68,850
GENERAL MOTORS	6,058	6,985	6,025	28,292	112,159	101,224
AMERICAN MOTORS		1,214	898	898	23,397	9,377
INTERNATIONAL	440	472	158	1,494	7,678	4,636
MACK	60	80		227	1,309	994
WHITE	35	80	70	320	1,507	1,116
Total Trucks, Canada	10,687	15,057	12,740	53,953	274,550	199,485
N. American Trucks	49,491	102,247	49,847	197,655	1,658,949	832,361

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Beta with a bulge

Diesel fitted to Lancia

Under the hood bulge on this Lancia Beta prototype is a six-cylinder diesel engine. The car reportedly is being prepared for introduction in Europe in 1982 or 1983.

GM floor-plan assistance draws dealer brickbats

By Robert W. Irvin
Editor-at-Large

Many General Motors dealers are unhappy with GM's floor-planning aid program and are hoping the corporation will make some changes in the plan.

The dealers like the 12 percent ceiling on floor-plan rates offered to participating dealers. But the dealers said the offer should have been applied to all the vehicles in stock, not just those ordered after May 1.

The participating dealers who accept the ceiling have to agree to give up 2 percentage points of the 5 percent carryover allowance on 1980 models at 1981 announcement time.

Some dealers interviewed said only those with small inventories would agree to participate and order new cars this way, counting on selling them before announcement time.

Indeed, there are no signs that dealer orders have picked up significantly as a result of the program.

To the contrary, dealer orders are at such a low level that GM has over 140,000 workers on temporary or indefinite layoff. Many of GM's big car plants have been closed in the last two weeks.

Moreover, GM Chairman Thomas A. Murphy warned recently that dealer orders are still so low that he fears a car shortage this summer. This is the way he put it on "Face the Nation" over CBS-TV:

"With the cost of money, dealers have been very reluctant to order new automobiles. I think we're going to be product short through the summer months, because of the unwillingness of dealers to order."

- This is why sources at GM expect the corporation to modify the original plan in some fashion to produce more orders.

"There are going to be some changes that will make it more desirable," a source said.

But industry analysts aren't sure how far GM can go, either, because it, too, is in a cash bind. GM is expected to be in the red for the current April - June financial quarter. It has slashed its dividend and cut 10 percent of its white-collar work force so it can carry on its $38 billion downsizing program.

However, the dealers maintain they are desperate for help. In fact, to try and underscore the seriousness, NADA President George S. Irvin held a press conference in Detroit last week and warned that 25 percent of the nation's dealers, about 7,000, would have to close up shop this year the way things were going.

He said credit was so tight that dealers were losing 50 percent of their sales because the customers couldn't get their loans approved.

John J. Pohanka, former NADA president who has a Marlow Heights (Md.) Oldsmobile dealership and heads the Olds dealer council, believes GM will modify its plan.

"I have a feeling something is going to happen," Pohanka said. "This really is unacceptable."

Thomas P. Williams, a Buick dealer in Birmingham, Ala., who is head of the Buick National Dealer Council, said, "I haven't talked to any dealer who has elected to go into that program. I think they will make some changes in it."

Dick Hatfield, an Augusta (Kans.) Chevrolet dealer and head of the National Chevrolet Dealer Council, said his group felt so strongly against the program that it sent the division the following telegram of protest:

"In polling the National Dealer Council members, we find the proposed floor-assistance program totally unacceptable.

Continued on Page 8, Col. 1

Irvin sees huge decline unless makers, U. S. act

1980 dealer mortality put at 25 pct.

By Jim Plegue
Staff Writer

DETROIT. — NADA President George Irvin has warned that "at least" 25 percent of the U. S. dealer population will be forced out of business by the end of this year unless government and manufacturers act swiftly to ease the dealers' growing financial squeeze.

That frightening estimate was made last week by Irvin during a press conference called to intensify NADA's campaign seeking relief for the 28,000 franchised car and truck dealers in the U. S.

The conference also coincided with the arrival here of the association's 60-member Industry Relations Committee, a dealer coalition from all car lines that began meeting in Dearborn last week and will eventually make recommendations to each auto maker.

"We hope to have contact with all our manufacturers within the next two weeks," Irvin said. "The problem is immediate."

While NADA is seeking relief on both fronts — government and the auto manufacturers — the gist of Irvin's remarks last week were in the form of an appeal to the auto makers.

"I'm here today to state that now is the time to act," Irvin said. "Without manufacturer action now, the total cost of layoffs, production shutdowns, dealer closings, etc., will far exceed costs of floor-plan relief or rebate programs."

- As part of its escalated efforts, NADA last week sent its members two mail pieces. One, a special bulletin entitled "NADA Economic Crisis Action Plan," lists nine concessions the NADA is asking from the government and auto makers. The second mail piece is a do-it-yourself Inventory Planner sheet.

Irvin recommended that dealers cut their inventory to the minimum, thereby cutting floor-planning costs. The NADA has estimated that its 28,000 members are spending $200 million per month in floor - planning costs, more than double that of last year.

"We as dealers are advocating that dealers only order those cars that they, in their own business judgment, need in order to keep their doors open," he said.

Irvin, who owns a Chevrolet/BMW/Subaru/Mercedes - Benz dealership in Denver, is quite familiar with the floor-planning problems caused by rising interest rates and tighter credit controls.

"My cost alone in the last month for the floor-planning in my Chevrolet store was $50,000," he said, comparing it with $20,000 for the equivalent month in 1979 when he carried a larger inventory in his dealership.

"A dealer cannot live with those kinds of conditions," he said.

- NADA estimated that 700 to 800 dealerships in the U. S. have closed in the last 6-7 months. During 1979, nearly 600 dealerships went out of business, according to the NADA, compared with a total of 455 closures for the full three years preceding 1979.

(Automotive News census figures show that the domestic industry lost 672 car dealers in 1979 and 402 in the 1976-78 period.)

"The important thing, I think, is not so much the number of dealers that went out during a month," said Wendell H. Miller, NADA first vice president. "It's the rate of acceleration that we're concerned about. It's that, each month, it seems to be more and more. If our problem is not solved, if this thing does not turn around, you'll see an attrition that every month will be to an increasing degree."

In its Economic Crisis Action Plan, the NADA outlined three concessions it seeks from the government and six forms of relief it hopes to receive from the auto makers.

From the government:

1. NADA wants dealer floor-plan and retail auto financing to be exempted from current credit controls, and incentives to be

Continued on Page 33, Col. 1

breaking news

Subcompact Cadillac reported in works

DETROIT.—Cadillac reportedly will get its own version of General Motors' upcoming J-car, a small, front-drive subcompact that will be sold by Chevrolet and Pontiac, beginning in May, 1981. Some insiders say it may be called LaSalle. It should appear in Cadillac showrooms in late 1981 or early 1982.

Two-seater Chevy on the way

DETROIT.—A new two-passenger Chevrolet will be ready within two to three years, according to General Manager Robert D. Lund. The car will be light and economical and will have a gasoline engine. An electric version is expected for '84.

Ford spends $253 million on U. S. ads

DETROIT.—Ford Motor spent $253 million in U. S. advertising in 1979, up from $210 the previous year, Chairman Philip Caldwell said at the annual meeting. He gave expenditures as TV, $118 million; magazine, $37 million; newspaper, $11 million; radio, $10 million; miscellaneous, $38 million, and special promotions, $39 million. He praised J. Walter

See BREAKING NEWS, Page 39, Col. 1

Auto leaders, Carter to meet

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A White House "auto summit" likely this week is sure to upstage the Senate "auto summit" just completed.

The heads of the four domestic companies plus the head of their union are expected to talk to President Carter and leading White House officials and Cabinet heads to address a broad spectrum of problems faced by the ailing industry.

Just as with the Senate "auto summit" held by Michigan Senator Don Riegle and Ohio Senator Howard Metzenbaum, the White House one will hear about the burden of auto regulation and what can be done; the problem with Japanese imports and what, if anything, should be done; the dealer attrition and credit problem, and, overriding all, problems of capital formation to continue Detroit's turnaround.

After the Senate "auto summit," the two sponsors of the event expressed a determination to do something to help the industry. While there are now no specific bills, there was talk of a package that could be crafted of financial or tax measures.

Twenty Senators—or one-fifth of the Senate — showed up for the breakfast meeting, but there appears to be no consensus about what should be done. All the leaders praised each other.

- Riegle and Metzenbaum spoke of "urgency" as did UAW Chief Douglas Fraser, who is con-

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Volume runs at 86.9 pct. of year-ago

Service Index falls to 19-year low

By Francis J. Gawronski
Service Editor

Service and parts business done by the nation's new - car dealers in March skidded to its lowest level in the 19-year history of the Automotive News Service Index.

Service and parts volume recorded in March amounted to 86.9 percent of the business done in the same month a year ago. The previous low occurred in April, 1961, when the combined service and parts business was 87.2 percent of previous year's volume.

Dealers blame the general economic downturn for the poor showing in March. They contend that "car owners have only so much money to spend and are reluctant to spend it on car repairs and maintenance unless it is an emergency."

Many dealers say the service and parts business will get worse before it gets better.

All indicators used in the Service Index were on the downside in March, led by the number of repair orders written. ROs, which have been on a steady decline, were off 15.9 percent from the year-ago total.

Sales of all parts and accessories dropped 15.8 percent, while shop parts sales (those used on customer - paid and warranty repairs) declined 11.7 percent from the year - earlier figure.

SERVICE INDEX
86.9*

	March, '80 vs March, '79	3 mos., '80 vs. 3 mos., '79
Gross Profit on All Labor and P&A Sales	−10.3%	− 2.2%
Repair Orders Written	−15.9%	−16.3%
Total Labor Sales (Customer & Warranty)	− 9.1%	+ 1.0%
Shop Parts Sales (Customer & Warranty)	−11.7%	− 3.3%
Sales of All P&A	−15.8%	− 8.2%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1980, was 86.9 percent of business in March, 1979. Service business in the three months of 1980 was 93.6 percent of business in the corresponding period in 1979.

Gross profit on all labor, parts and accessories sales — the most important indicator from the dealers' viewpoint — was down 10.3 percent, while total labor sales (customer - paid and warranty) dipped 9.1 percent.

Service Index figures are compiled from monthly reports on service and parts business from dealers in all parts of the nation.

March's poor showing also affected the year-to-date Service Index, which dropped to 93.6 percent of the business recorded in the same period in 1979. The January - February service and parts business amounted to 95.2 percent of the year-ago figure.

Repair orders written during the three - month period were down 16.3 percent, while sales of all parts and accessories dropped 8.2 percent.

Shop parts sales were down 3.3 percent and gross profit dipped 2.2 percent.

The only indicator showing a gain for the January - March period was labor sales, up 1.0 percent.

Domestics off 29 pct.; imports fall but market share hits peak

April new-car sales plunge 24 pct.

By Jenny L. King
Staff Writer

New-car sales during April plunged 24.78 percent to what has been widely called a "recession level." Both domestic and import sales were down, although imports still had their third best April and reached a record market penetration of 27.19 percent.

Domestic new-car sales dropped close to the 1975 level, which was the lowest April since 1961.

Total sales for the month were 742,607, down 24.78 percent from 987,224 in 1979. Year - to - date sales were 3,253,722, which was 12.68 percent below the 3,726,379 sold the first four months a year ago.

U. S. car makers reported April sales of 540,680, down 29.21 percent from 763,702 last year. On a daily - rate basis sales were down even more — 31.93 percent — with this year's rate of 20,795 based on 26 days, compared with the year-ago rate of 30,548 based on 25 days.

The three major U. S. manufacturers were down, while Volkswagen of America and American Motors were up in April.

General Motors sales dropped 24.74 percent, to 346,812 from 460,828 last year. Ford Motor Co. sales plummeted 40.87 percent, to 113,682 from 192,273, and Chrysler Corp. sold 47,470 new cars, down 42.47 percent from 82,509. Chrysler Corp. was outsold by Datsun, which reported sales of 55,961 for the month.

Where auto market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	113,872	15.34
COMPACT	163,298	21.99
INTERMEDIATE	156,275	21.04
STANDARD	76,866	10.35
LUXURY	30,369	4.09
IMPORT	201,927	27.19
TOTAL	742,607	100.00

Volkswagen Rabbit sales were up 31.35 percent to 17,666 from 13,450 in 1979. American Motors sold 15,050 new cars, up 2.79 percent from 14,642.

- GM earned 64.14 percent of the April domestic market, up from 60.34 percent last year. VWoA increased its share to 3.27 percent from 1.76 percent, and AMC went to 2.78 percent from 1.92 percent of the market.

Meanwhile, Chrysler and Ford both watched their portions shrink to lowest monthly levels so far this year. Chrysler earned 8.78 percent, down from 10.80 percent in 1979, and Ford sales accounted for 21.03 percent, down from 25.18 percent.

Sales of new imported cars in April were down from a year earlier, but by no means weak. Sales totaled 201,927, down 10.69 percent from the record 223,522 in April last year. It was the third best April for imports, topped also by the 1977 tally of 206,400.

But that April, 1977, total was the first time imports topped 200,000 sales in a single month. This latest April was the 13th month of more than 200,000 sales.

A sign of the continuing strength of the import market was its 27.19 percent penetration of U. S. sales, highest for any month in history.

A major reason for the lower total this year is that dealers in many import lines were running out of cars, most notably top-selling Toyota. Toyota sales were down because of inventory shortages, while Datsun ran up its biggest sales month in history to take over first place.

Sales of new imported cars in the first four months were still well ahead of last year's record pace. Sales through April totaled 863,892, up 11.02 percent from 778,108 last year.

- All of the U. S. makes were off in April except VW and AMC. Buick suffered the least, a 9.28-percent drop, while Lincoln absorbed the heaviest blow, a 46.11-percent decline.

At Chrysler Corp., Plymouth sales were down 43.74 percent; Dodge was off 42.49 percent, and Chrysler was down 40.39 percent.

Ford dropped 40.08 percent; Mercury skidded 42.18 percent, and Lincoln was down 46.11 percent.

Following Buick's 9.28-percent

Continued on Page 33, Col. 3

DOMESTIC CAR SALES

	April 21 to April 30, 1980	Same Period, 1979	April, 1980	Same Month, 1979	Jan. 1 to April 30, 1980	Same Period, 1979
Spirit/Gremlin	....	....	5,142	4,917	19,788	14,206
Concord/Hornet	....	....	7,313	8,838	23,979	26,385
Pacer	....	....	212	887	1,119	2,909
Eagle	....	....	2,383	....	11,097	....
AMERICAN MOTORS*.	5,000	3,800	15,050	14,642	55,983	43,500
Horizon	3,222	4,796	8,832	12,823	52,108	66,666
Volare	2,600	6,968	6,538	16,147	30,432	56,960
Voyager	....	321	....	784	....	3,431
Fury	....	119	....	322	....	1,747
Plymouth	508	....	1,550	....	5,307	....
Total Plymouth	....	12,204	16,920	30,076	87,757	128,804
LeBaron	2,249	3,566	5,672	7,970	24,507	31,349
Cordoba	1,535	1,521	3,636	3,604	17,274	17,455
Chrysler	947	2,817	1,944	7,302	12,156	31,652
Total Chrysler	....	7,904	11,252	18,876	53,977	80,456
Omni	2,584	3,989	7,572	10,687	42,444	55,021
Aspen	1,929	5,272	4,483	11,621	22,172	38,632
Sportsman	....	1,003	....	2,523	....	10,894
Diplomat	1,210	1,778	2,872	3,988	12,066	14,373
Monaco	....	105	....	305	....	1,673
Mirada/Magnum	992	687	2,437	1,753	10,774	7,638
Dodge	623	1,133	1,884	2,680	7,017	9,431
Total Dodge	....	13,967	19,298	33,557	94,473	137,662
CHRYSLER CORP.	18,399	34,075	47,470	82,509	236,207	346,922
Pinto	4,462	7,020	11,878	20,181	51,946	75,391
Mustang	7,572	11,251	20,778	31,202	86,663	107,571
Fairmont	9,189	10,580	24,863	29,254	115,908	113,993
Club Wagon	....	2,127	....	4,962	....	16,150
Granada	2,100	5,302	5,564	13,848	25,307	52,807
LTD II	113	969	350	2,695	1,716	15,245
Thunderbird	2,396	5,617	7,276	15,527	60,157	70,638
Ford	4,433	8,612	12,956	21,959	52,432	95,835
Ford Division	30,265	51,478	83,665	139,628	394,129	547,630
Bobcat	1,012	1,413	2,752	3,991	11,353	17,953
Zephyr	2,529	3,147	6,943	8,127	33,939	35,522
Monarch	626	1,889	1,942	5,052	9,471	21,575
Cougar	....	80	....	206	....	2,669
XR-7	1,241	3,403	3,168	8,881	24,563	42,888
Capri	1,859	3,111	5,478	8,689	23,648	33,906
Mercury	1,422	2,748	3,960	6,975	19,431	34,474
Total Mercury	8,689	15,791	24,243	41,930	122,405	188,987
Versailles	151	389	431	1,071	2,105	5,140
Lincoln	919	2,205	2,591	5,573	10,424	27,501
Mark VI	1,052	1,622	2,752	4,071	13,005	19,961
Total Lincoln	2,122	4,216	5,774	10,715	25,534	52,602
L-M Division	10,811	20,007	30,017	52,645	147,939	241,589
FORD MOTOR	41,076	71,485	113,682	192,273	542,068	789,219
Skyhawk	266	623	645	1,720	3,452	6,504
Skylark	6,311	5,161	15,138	13,223	61,478	26,366
Century	5,911	1,571	13,316	3,972	48,379	18,689
Regal	6,208	9,438	15,413	24,076	62,879	90,940
LeSabre	2,955	3,773	7,107	11,119	32,244	50,113
Electra	1,999	1,718	4,443	6,129	19,770	32,264
Riviera	1,306	1,714	3,010	4,876	13,596	22,407
Buick Division	24,956	23,998	59,072	65,115	241,798	247,283
Seville	901	1,062	2,792	3,458	13,423	16,305
Cadillac	3,210	5,863	8,944	17,872	45,229	74,879
Eldorado	1,207	2,179	3,904	6,459	17,173	25,460
Cadillac Division	5,318	9,104	15,640	27,789	75,825	116,644
Chevette	11,476	13,911	33,274	36,265	149,179	125,193
Monza	4,662	4,825	12,631	14,060	51,760	56,687
Citation/Nova	13,513	19,686	33,818	31,602	139,575	65,344
Sportvan	....	1,061	....	2,898	....	11,843
Camaro	3,840	7,792	10,461	20,344	43,299	85,520
Malibu	9,303	12,003	22,922	32,264	93,281	125,374
Monte Carlo	4,924	8,392	12,825	25,666	56,984	93,211
Chevrolet	6,265	15,012	17,099	39,673	110,565	168,134
Corvette	1,253	1,255	3,183	3,242	12,794	13,276
Chevrolet Division	55,236	83,937	146,213	206,014	657,437	744,582
Starfire	225	644	570	1,739	3,866	7,186
Omega	3,277	2,826	7,881	4,704	30,895	10,960
Cutlass	7,900	3,579	19,404	8,559	75,028	32,739
Supreme	8,858	15,769	22,595	39,296	88,879	139,345
Olds 88	4,728	8,774	11,699	22,001	54,460	87,915
Olds 98	2,043	3,163	5,091	8,183	24,238	34,711
Toronado	977	2,021	2,762	5,265	13,343	20,379
Oldsmobile Division	28,008	36,776	70,002	89,747	290,709	333,235
Sunbird	3,506	2,780	12,910	8,320	48,547	32,961
Phoenix	2,852	4,337	8,571	8,548	35,146	18,437
Firebird	3,221	5,358	8,438	15,812	31,932	64,242
LeMans	3,173	3,863	7,012	10,605	29,145	40,677
Grand Prix	4,000	5,025	9,821	14,687	39,065	58,419
Pontiac	3,625	4,585	9,133	14,191	40,260	57,859
Pontiac Division	20,377	25,948	55,885	72,163	224,095	272,595
GENERAL MOTORS	133,895	179,763	346,812	460,828	1,489,864	1,714,339
VOLKSWAGEN	8,707	4,652	17,666	13,540	65,708	54,291
INDUSTRY TOTALS	207,079	293,775	540,680	763,702	2,389,830	2,948,271
IMPORT TOTAL	....	....	201,927	223,522	863,892	778,108
U. S. TOTAL	....	....	742,607	937,224	3,253,722	3,726,379

*—AMC does not issue a nameplate breakout for 10-day periods.

†—Estimate.

Imports down too as April sales plunge 24 pct.

Continued from Page 4

dip at GM were Oldsmobile, down 22.00 percent; Pontiac, down 22.56 percent; Chevrolet, down 29.03 percent, and Cadillac, down 43.72 percent.

Top-selling U. S. nameplates lined up behind the number-one seller, Chevrolet Citation, which enjoyed April sales of 33,818 units. Chevrolet Chevette was second at 33,274, followed by Ford Fairmont at 24,863, Chevrolet Malibu at 22,922 and Oldsmobile Cutlass Supreme at 22,595.

A year ago, the top five were standard Chevrolet, Oldsmobile Cutlass Supreme, Chevrolet Chevette, Chevrolet Malibu and Chevrolet Nova/Citation.

- Of the domestic market alone, 21.06 percent of sales were subcompact models, with Chevette easily outselling its competitors. Compacts took 30.20 percent of the market, and Citation was number one. Intermediates accounted for 28.90 percent; Malibu was top-seller. Standard-size models were at 14.22 percent and full-size Chevrolet sold best. Luxury cars earned 5.62 percent of the market, headed by Cadillac.

Of the total U. S. market, imports earned their largest share ever, 27.19 percent. Small cars, including domestic subcompacts and compacts plus imports, accounted for 64.52 percent of the April market. Intermediates took 21.04 percent, standards were down to 10.35 percent and luxury models were at 4.09 percent.

Japanese - made imports accounted for 81.12 percent of all April imports, and 22.06 percent of the total market. A year ago, Japanese cars represented 75.00 percent of the import market and 16.98 percent of the U. S. market.

Domestic sales for the third period of April were 207,079, down 29.51 percent from 293,775 last year and nearly a carbon copy of April 21-30, 1975, sales of 207,759. On a daily rate basis sales were down 37.34 percent, to 23,009 from 36,722 last year.

Domestic year - to - date sales totaled 2,389,830, down 18.94 percent from 2,948,271.

IMPORTED CAR SALES

	April 1980	Same month, 1979	Four months, 1980	Same period, 1979
Alfa Romeo	282	409	1,029	1,305
Arrow	5,582	5,987	27,396	17,555
Audi	3,125	3,112	15,221	14,924
BMW	2,632	2,864	12,296	11,000
Challenger	1,138	1,302	5,534	5,626
Colt	4,488	7,317	25,421	21,330
Datsun	55,961	44,969	196,129	150,076
Fiat	4,681	6,333	16,779	20,021
Fiesta	5,651	6,972	26,963	25,057
Honda	30,228	35,186	121,641	128,122
Jaguar	180	407	949	1,496
Lancia	231	177	862	624
Mazda	10,084	14,430	48,245	45,452
Mercedes-Benz	3,789	4,946	17,739	18,116
MG	862	3,404	3,402	7,733
Opel	....	1,645	....	6,313
Peugeot	1,043	1,523	4,511	4,132
Porsche	737	1,324	3,975	4,542
Renault	2,189	1,367	8,417	5,408
Saab	1,113	1,403	4,817	5,362
Sapporo	930	1,204	4,252	4,559
Subaru	11,547	10,571	48,496	42,990
Toyota	43,846	46,685	217,922	153,869
Triumph	857	1,329	3,215	3,738
Volkswagen	6,724	13,672	28,974	58,922
Volvo	4,027	4,984	19,707	19,836
TOTAL	201,927	223,522	863,892	778,108

Registrations short of 700,000

By Richard A. Wright
Assistant Managing Editor

The recession sweeping the auto industry this year is apparently not operating among imported-car buyers. While total U. S. new-car registrations were down in February, registrations of new imports set a record for the fifth consecutive month, according to figures compiled by R. L. Polk & Co.

Tables on Page 33.

New-car registrations in February totaled 698,413, down 8.42 percent from 762,610 a year earlier. It was the first time in four years registrations in any month have fallen below 700,000. The last time was February, 1976, when registrations totaled 634,481. The February record is 842,-

Continued on Page 12, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1980	Percent Share of Market	Regis., Feb., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 2 mos., 1980	Percent Share of Market	Regis., 2 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	147,408	21.11	152,514	20.00	− 1.11	301,032	20.79	306,131	20.19	+ 0.60
Ford	82,235	11.77	117,789	15.44	− 3.67	174,331	12.04	241,530	15.93	− 3.89
Oldsmobile	60,333	8.64	68,084	8.93	− 0.29	124,517	8.60	138,277	9.12	− 0.52
Buick	52,877	7.57	50,259	6.59	+ 0.98	109,073	7.53	101,055	6.66	+ 0.87
Pontiac	48,135	6.89	58,953	7.73	− 0.84	100,616	6.95	118,171	7.79	− 0.55
Mercury	26,596	3.81	41,542	5.45	− 1.64	57,520	3.97	82,674	5.45	− 1.48
Dodge	19,771	2.83	30,259	3.97	− 1.14	39,955	2.76	59,438	3.92	− 1.16
Plymouth	18,949	2.72	27,508	3.61	− 0.89	37,495	2.59	51,145	3.37	− 0.78
Cadillac	18,340	2.62	25,710	3.37	− 0.75	42,178	2.91	54,128	3.57	− 0.66
AMC	12,319	1.76	8,393	1.10	+ 0.66	26,530	1.83	16,549	1.09	+ 0.74
Chrysler	11,049	1.58	18,727	2.45	− 0.87	23,592	1.63	38,556	2.54	− 0.91
Lincoln	5,918	0.85	12,400	1.63	− 0.78	15,213	1.05	26,154	1.73	− 0.68
GENERAL MOTORS	327,093	46.83	355,520	46.62	+ 0.21	677,416	46.78	717,762	47.33	− 0.55
FORD MOTOR CO.	114,749	16.43	171,731	22.52	− 6.09	247,064	17.06	350,358	23.11	− 6.05
CHRYSLER CORP.	49,769	7.13	76,494	10.03	− 2.90	101,042	6.98	149,139	9.83	− 2.85
AMERICAN MOTORS	12,319	1.76	8,393	1.10	+ 0.66	26,530	1.83	16,549	1.09	+ 0.74
IMPORTS	194,299	27.82	150,154	19.69	+ 8.13	395,387	27.31	282,059	18.60	+ 8.71
MISCELLANEOUS	184	0.03	318	0.04	− 0.01	510	0.04	627	0.04	
TOTAL	698,413		762,610			1,447,718		1,516,494		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii.

Dee celebrates

Leonard W. Dee, left, Dee Motor Co., Anaconda, Mont., is presented with a 25-year plaque award from Oldsmobile by Minneapolis Zone Manager Larry P. Tierney.

But imports set another record

Registrations short of 700,000

Continued from Page 8

857, set in 1973.

But the loss was not shared equally. Registrations of new imports totaled a record 194,299, up 29.40 percent from the previous high mark for the month of 150,154 a year earlier, while domestic registrations of 504,114 were down 17.69 percent from 612,456 a year earlier.

For the first two months of 1980, new-car registrations totaled 1,447,718, down 4.54 percent from 1,516,494 last year.

The brightest spot on the domestic scene was American Motors, which for the fifth straight month improved its market share in February compared with a year earlier. AMC took 1.76 percent of the total, up 0.66 of a percentage point. General Motors was also up, taking 46.83 percent of the market, a gain of 0.21 of a point.

But Ford Motor Co. and Chrysler Corp. lost hefty slices of the registration pie to the voracious appetite of the imports, which gobbled 27.82 percent of the market—a record for any month—up 8.13 points from February last year.

Biggest loser was Ford Motor Co., which saw its share plummet 6.09 points from a year earlier to 16.43 percent in February. Chrysler Corp. accounted for 7.13 percent of the market, down 2.90 points. Miscellaneous domestic had 0.03 percent.

Excluding imports, domestic-only registrations in February were divided this way: GM, 64.89 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 9.87 percent; AMC, 2.44 percent, and miscellaneous 0.04 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 58.05 percent; Ford Motor Co., 28.04 percent; Chrysler Corp., 12.49 percent; AMC, 1.37 percent, and miscellaneous, 0.05 percent.

By size segments, February registrations compared with a year earlier show clearly the trend — imports, subcompacts and compacts were up, standards, intermediates and luxury models were down.

While imports were carving out their record 27.82 percent share, domestic subcompacts accounted for 13.58 percent of February registrations, up 1.24 points from a year earlier, and compacts were up 1.00 point to 20.70 percent.

Standards lost the most ground, down 6.08 points to 12.44 percent. The intermediate segment dropped 2.34 points to 20.71 percent and luxury was off 1.72 points to 4.75 percent.

Registrations by size class in February were: Subcompact, 94,843; compact, 144,542; intermediate, 144,635; standard, 86,898; luxury, 33,196, and import, 194,299.

In the top 20 nameplate rankings, Chevrolet shuffled its one-two-three punch as Citation moved into second place ahead of standard Chevrolet, while Chevette held onto the top spot it seized in January.

Chevrolet Monza and Buick Century moved into the top 20, displacing larger cousins standard Pontiac and Grand Prix, two perennial denizens of the top 20.

The top 20 domestic nameplates in registrations in February were:

1—Chevrolet Chevette	32,137
2—Chevrolet Citation	30,017
3—Standard Chevrolet	29,789
4—Ford Fairmont	22,521
5—Chevrolet Malibu	18,926
6—Olds Cutlass Supreme	18,594
7—Ford Mustang	17,977
8—Standard Oldsmobile	16,883
9—Oldsmobile Cutlass	14,636
10—Buick Regal	13,779
11—Ford Thunderbird	13,560
12—Buick Skylark	13,032
13—Chevrolet Monte Carlo	12,866
14—Standard Buick	12,138
15—Ford Pinto	11,910
16—Plymouth Horizon	11,793
17—Cadillac	11,270
18—Chevrolet Monza	11,126
19—Standard Ford	9,887
20—Buick Century	9,858

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Po'k & Co. statistical report

FEBRUARY, '80 VS. FEBRUARY, '79

	1980		1979	
	FEBRUARY	YEAR	FEBRUARY	YEAR
AMX Spirit/AMX	4,724	9,155	2,615	5,214
Concord	3,527	8,078	3,886	7,439
Concord Station Wagon	1,090	2,613	1,070	2,184
Eagle 4 WD	1,195	2,652		
Eagle Station Wagon	1,463	3,305		
Pacer	93	216	248	522
Pacer Station Wagon	227	511	476	976
Matador			65	143
Matador Station Wagon			33	71
Total American Motors Corp.	12,319	26,530	8,393	16,549
Chrysler LeBaron	4,126	8,569	6,346	13,445
LeBaron Station Wagon	654	1,301	1,146	2,477
Cordoba	3,269	7,491	5,181	10,647
Newport	1,177	2,508	3,402	6,698
New Yorker	1,823	3,723	2,652	5,289
Total	11,049	23,592	18,727	38,556
Plymouth Horizon	11,793	22,667	15,004	26,045
Voyager			886	1,612
Volare	5,196	10,733	8,303	16,526
Volare Station Wagon	1,473	2,977	2,711	5,667
Fury			585	1,240
Fury Station Wagon			19	55
Gran Fury	487	887		
Total	18,949	37,495	27,500	51,145
Dodge Omni	9,549	18,266	12,512	21,998
Aspen	3,864	8,723	5,222	11,471
Aspen Station Wagon	962	2,202	2,120	4,442
Sportsman			2,755	5,120
Monaco			617	1,226
Monaco Station Wagon			24	48
Diplomat	1,771	3,707	2,965	6,813
Diplomat Station Wagon	315	657	571	1,167
Magnum XE/Mirada	2,126	4,162	2,218	4,688
St. Regis	1,184	2,238	1,255	2,465
Total	19,771	39,955	30,259	59,438
Total Chrysler Corp.	49,769	101,042	76,494	149,139
Ford Pinto	9,353	19,258	10,679	20,387
Pinto Station Wagon	2,557	5,728	4,334	8,287
Fairmont	17,372	35,891	17,432	35,209
Fairmont Station Wagon	5,149	10,475	6,179	12,591
Granada	5,912	13,386	11,862	24,790
Club Wagon			3,279	6,932
LTD II	468	1,111	3,714	8,650
LTD	6,611	15,988	18,793	39,855
LTD Crown Victoria	1,279	3,016		
Ford Station Wagon	1,997	4,831	4,734	9,984
Mustang	17,977	37,335	20,895	41,845
Thunderbird	13,560	27,312	15,888	33,000
Total	82,235	174,331	117,789	241,530
Lincoln Continental	2,381	5,992	6,376	13,224
Continental Mark	3,063	8,093	4,845	10,310
Versailles	474	1,128	1,179	2,620
Total	5,918	15,213	12,400	26,154
Mercury Bobcat	2,243	4,475	3,076	5,309
Bobcat Station Wagon	448	998	806	1,483
Zephyr	5,584	11,496	6,112	12,322
Zephyr Station Wagon	1,345	2,504	1,559	2,962
Monarch	2,195	5,332	4,336	9,249
Marquis	952	2,482	2,272	4,433
Marquis Brougham	914	2,306	1,948	4,007
Grand Marquis	1,419	3,357	2,809	5,555
Marquis Station Wagon	582	1,412	1,268	2,584
Cougar/XR7	5,943	12,672	10,741	22,080
Capri	4,971	10,486	6,615	12,690
Total	26,596	57,520	41,542	82,674
Lincoln-Mercury Division	32,514	72,733	53,942	108,828

	1980		1979	
	FEBRUARY	YEAR	FEBRUARY	YEAR
Total Ford Motor Co.	114,749	247,064	171,731	350,358
Buick Skyhawk	882	1,827	1,226	2,387
Skylark	13,032	25,689	4,038	8,139
Century	8,685	16,515	2,076	4,261
Regal	13,779	28,788	18,341	36,442
Century Station Wagon	1,173	2,647	2,016	4,008
LeSabre	2,015	4,018	2,289	4,475
LeSabre Limited	4,543	9,832	7,002	14,820
Electra 225	4,674	10,835	7,599	15,469
Buick Station Wagon	906	1,913	1,301	2,813
Riviera	3,188	7,009	4,371	8,241
Total	52,877	109,073	50,259	101,055
Cadillac deVille	8,738	20,468	13,589	29,393
Fleetwood & Chassis	2,532	5,813	3,172	6,605
Eldorado	3,871	8,369	5,058	9,797
Seville	3,199	7,528	3,891	8,333
Total	18,340	42,178	25,710	54,128
Chevrolet Chevette	32,137	63,799	24,569	44,851
Camaro	9,831	20,697	18,364	36,676
Monza	11,053	21,399	9,682	18,900
Monza Station Wagon	73	202	1,675	3,338
Citation	30,017	60,659	10,461	23,254
Sportvan			2,469	4,979
Malibu	14,262	30,059	18,728	37,784
Malibu Station Wagon	4,664	10,164	7,364	14,565
Monte Carlo	12,866	28,015	19,273	39,446
Impala	9,167	18,598	12,980	26,332
Caprice	13,958	28,563	15,920	33,703
Chevrolet Station Wagon	6,664	13,369	8,150	16,384
Corvette	2,716	5,598	2,870	5,919
Total	147,408	301,032	152,514	306,131
Oldsmobile Starfire	1,060	2,165	1,451	2,739
Omega	6,126	11,373	2,032	4,055
Cutlass Salon	12,285	24,099	3,777	7,619
Cutlass Supreme/Calais	18,594	39,042	28,050	57,964
Cutlass Station Wagon	2,351	4,854	3,419	6,823
Delta 88	1,553	3,248	2,601	5,322
Delta 88 Royale	8,689	18,163	12,970	25,372
98	5,003	11,386	7,826	16,426
Oldsmobile Station Wagon	1,638	3,747	2,026	4,402
Toronado	3,034	6,440	3,932	7,555
Total	60,333	124,517	68,084	138,277
Pontiac Sunbird	8,961	16,442	6,150	11,681
Sunbird Station Wagon	10	30	357	682
Phoenix	7,009	14,343	3,186	6,135
LeMans	4,666	9,605	6,531	13,081
LeMans Station Wagon	2,201	4,575	2,473	4,770
Catalina	1,263	2,704	2,082	4,364
Bonneville	3,779	8,395	6,394	12,793
Bonneville Brougham	3,144	6,696	3,063	6,390
Pontiac Station Wagon	1,293	2,766	1,969	4,003
Grand Prix	8,770	19,638	13,626	27,894
Firebird	7,039	15,422	13,122	26,378
Total	48,135	100,616	58,953	118,171
Total General Motors	327,093	677,416	355,520	717,762
(Checker)	165	445	287	572
Miscellaneous Domestic Total	184	510	318	627
Domestic Station Wagon Total	39,235	83,781	67,189	135,409
Domestic Grand Total	504,114	1,052,331	612,456	1,234,435
Import Total	194,299	395,387	150,154	282,059
Grand Total All Registrations	698,413	1,447,718	762,610	1,516,494

Registrations not available for Oklahoma.

TOP CARS

U. S. new-car registrations for the first two months of 1980. Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii.

1980 Pos.		Make		1979 Pos.
1—	301,032	Chevrolet	306,131—	1
2—	174,331	Ford	241,530—	2
3—	124,517	Oldsmobile	138,277—	3
4—	109,073	Buick	101,055—	5
5—	100,616	Pontiac	118,171—	4
6—	94,560	Toyota	48,288—	10
7—	82,119	Datsun	46,726—	11
8—	57,520	Mercury	82,674—	6
9—	53,801	Honda	43,830—	13
10—	42,178	Cadillac	54,128—	8
11—	39,955	Dodge	59,438—	7
12—	37,495	Plymouth	51,145—	9
13—	34,454	Volkswagen	44,727—	12
14—	26,530	AMC	16,549—	16
15—	25,525	Mazda	14,117—	17
16—	23,592	Chrysler	38,556—	14
17—	19,108	Subaru	11,894—	18
18—	15,213	Lincoln	26,154—	15
19—	12,438	Fiesta	9,528—	19
20—	11,869	Colt	——	
21—	11,767	Arrow	——	
22—	8,534	Mercedes	7,284—	21
	——	Volvo	7,369—	20
	——	Fiat	6,919—	22
	41,212	Other Imports	41,577	
	510	Misc. Dom.	627	
		Total All Makes		
	1,447,718		1,516,494	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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factories list auction dates

American Motors

May 13—Ohio Auto Auction, Columbus, O.

May 14—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 16—Concord Auto Auction, Hosmer St., Acton, Mass.

May 20—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

May 21—Big D Auto Auction, W. Hwy. 80, Dallas; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

May 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

May 27—Ohio Auto Auction, Columbus, O.

May 28—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 30—Concord Auto Auction, 824 S. Taft, Mason City, Ia.

AMC sales are open to all dealers.

Chrysler Corp.

May 12—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

May 13—Hateld Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 14 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 15—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 16—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

May 19—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

May 20—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

May 21—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

May 22—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 23—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

May 26—Clanton's Auto Auction, 1027 Pearl, Darlington, S.C.

May 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago, Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 28 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 29—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 30—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

May 13—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

May 14—Dallas Auto Auction, 4226 E. Main, Dallas; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 21 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

May 22 — Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

May 28—Northway Exchange, Rte. 146, Clifton Park, N. Y.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

May 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

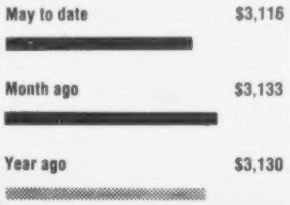
B.A.E. turbo certified for Rabbit and pickup

TORRANCE, Calif. — B.A.E.'s new turbocharger system for diesel - powered Volkswagen Rabbits and the VW pickup has been certified to EPA standards.

The B.A.E. Rabbit diesel system is now certified for use in all states except California.

Used car sales

Auction averages



Model breakdown

Auction averages

	May To Date	April	March
1980	$6,217	$6,322	$6,799
1979	4,545	4,940	5,108
1978	3,372	3,441	3,533
1977	2,579	2,642	2,691
1976	2,023	2,052	2,069
1975	1,596	1,737	1,769
1974	1,164	1,234	1,375
1973	929	1,037	991
Overall Average	$3,116	$3,102	$3,112

But AMC and VWoA show gains

April car output lowest since 1961

By Michele Raquepau
Staff Writer

April auto production by U. S. makers of 580,856 is the lowest for the month since April of 1961.

Compared with the 745,070 assembled in April of 1979, last month's total fell 22.04 percent.

In each of the first four months of 1980, the Big Three auto makers have had lower monthly production totals than in the comparable 1979 months. Only American Motors and Volkswagen of America have increased production each month over 1979 output.

AMC assembled 15,981 units in April, a 26.03-percent increase over the 12,680 produced in April last year. VWoA built 21,216 Rabbits last month, up 88.49 percent from the 11,256 assembled in April, 1979.

Ford Motor Co. produced 125,216 cars in April, down 38.48 percent from the 203,526 of last April. Chrysler Corp.'s 49,947, was a 20.06-percent drop from 62,482 last year.

General Motors built 368,185 autos, a decline of 19.04 percent from the 454,776 assembled in April, 1979. Checker Motors produced 311 units, down 11.14 percent from 350.

Auto production last week totaled 123,551, down 3.93 percent from the 128,610 assembled the previous week, and 42.45 percent from the 214,701 built in the comparable 1979 week.

Year-to-date car output of 2,550,465 is a drop of 27.39 percent from the 3,512,452 produced by this date in 1979.

AMC's Kenosha plant will be down for one week beginning today (May 12). The closing idles 8,500 workers temporarily.

All Chrysler assembly plants are scheduled to work regular schedules this week.

VWoA is working one hour of overtime Monday through Thursday this week on both shifts.

The Checker plant in Kalamazoo was down last week. Checker plans to work a regular schedule this week.

GM will cut operations at 10 plants beginning today (May 12).

Lansing and the companion Fisher Body point will close today for one week, as will Norwood and Van Nuys.

Closing today for two weeks are all car assembly operations at Janesville.

The Flint plant and the companion Fisher Body point and the Fairfax plant will be down again this week for the second of two weeks.

Downtime has been extended at Pontiac and the companion Fisher Body point from two weeks to four. Pontiac, which should have reopened today, will resume operations on May 26.

U. S. CAR PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
AMERICAN MOTORS	2,978*	3,050*	2,978*	15,981	45,708*	71,497*
Eagle				1,461		
Concord				7,586		
'78 AMX						
Pacer						
Spirit				6,934		
CHRYSLER CORP.	16,100	24,104	16,294	49,947	346,293	241,533
Plymouth Total	7,200	9,549	7,101	23,736	138,471	110,923
Horizon	3,300	3,462	3,238	13,761	62,511	59,513
Volare	2,950	5,805	2,862	7,940	73,180	40,487
'80 Gran Fury	500		599	1,620		8,639
Caravelle	450	282	402	415	2,780	2,284
Chrysler Total	2,400	5,361	2,417	5,467	71,424	31,201
Chrysler	500	2,003	560	2,402	31,116	7,856
LeBaron	1,900	3,358	1,857	3,065	40,308	23,345
Dodge Total	6,500	9,194	6,776	20,744	136,398	99,409
Omni	2,800	3,338	2,882	11,943	55,506	53,050
St. Regis	450	852	474	1,217	11,459	6,952
Diplomat	1,000	1,221	1,179	1,713	20,125	10,487
Aspen	2,250	3,783	2,241	5,871	49,308	28,920
FORD MOTOR	24,197	58,514	20,363	125,216	924,036	505,865
Ford Division	17,058	38,869	16,169	92,799	581,300	367,681
Pinto	3,455	3,892	3,242	14,398	69,601	38,676
Mustang II/Mustang	3,801	8,364	6,457	26,764	146,417	101,142
Fairmont	6,453	5,287	6,470	27,548	64,821	103,575
Granada	3,349	4,732		5,839	62,682	29,633
LTD II		1,036			17,638	
Thunderbird		7,844		12,521	129,740	58,317
Ford		7,714		5,729	90,401	36,338
L-M Division	7,139	19,645	4,194	32,417	342,736	138,184
Mercury Total	5,623	15,501	4,194	29,160	260,219	123,524
Bobcat	544	1,164	777	2,609	18,003	8,187
Capri	1,655	2,597	1,282	6,846	43,138	29,341
Zephyr	2,187	2,015	2,135	8,850	25,230	34,333
Monarch	1,237	2,218		1,561	32,717	9,030
Cougar/XR7		4,449		5,178	82,315	20,978
Mercury		3,058		4,116	58,816	21,655
Lincoln Total	1,516	4,144		3,257	82,517	14,660
Lincoln	613	2,129		1,357	40,979	5,439
Versailles	214	273		279	8,064	1,657
Mark VI	689	1,742		1,621	33,474	7,564
GENERAL MOTORS	75,382	125,470	84,448	368,185	2,137,761	1,655,457
Buick Division	14,206	19,734	16,890	75,252	317,902	325,922
Skyhawk		558			9,192	
Skylark/'79-'80	4,931	2,453	4,173	19,410	21,492	87,133
Century	4,411	1,278	4,505	18,371	20,758	70,685
Regal	3,709	6,694	3,680	21,142	110,536	82,821
Buick		7,185	3,475	13,788	128,301	65,370
Riviera	1,155	1,566	1,057	2,541	27,623	19,913
Cadillac Division	1,700	9,372	3,643	12,002	169,810	87,181
Seville	675	1,166	500	1,256	21,876	16,079
Cadillac		6,304	2,039	7,646	112,146	48,699
Eldorado	1,025	1,902	1,104	3,100	35,788	22,403
Chevrolet Division	36,516	52,611	33,898	148,041	902,140	689,434
Chevette	9,096	9,635	8,755	37,812	140,585	170,164
Monza	3,590	4,025	3,754	15,607	57,461	61,133
Camaro	3,960	6,246	3,721	12,376	115,206	53,833
Nova/Citation	10,535	6,752	8,782	41,224	68,386	178,471
Malibu	4,905	9,161	4,197	25,775	164,311	103,803
Monte Carlo	1,230	4,079	1,553	9,503	111,043	47,938
Chevrolet	2,400	11,720	2,337	2,324	226,982	56,792
Corvette	800	993	799	3,420	18,166	17,300
Oldsmobile Division	13,752	26,332	21,099	81,320	438,411	322,546
Starfire		515			8,003	
Omega/'79-'80	2,622	1,073	2,677	10,469	10,088	46,145
Cutlass	10,305	13,336	11,168	47,890	212,930	157,242
Oldsmobile		10,027	6,390	20,642	180,139	101,828
Toronado	825	1,381	864	2,319	27,251	17,331
Pontiac Division	9,208	17,421	8,918	51,570	309,498	230,374
Acadian†	680	237	610	2,631	8,250	9,774
Sunbird	2,810	2,590	2,957	13,072	37,372	56,256
Phoenix/'79-'80	3,238	1,762	2,846	12,886	19,874	51,267
Firebird	1,800	4,607	1,731	7,549	86,593	36,619
LeMans	680	1,947	447	5,774	40,593	22,007
Grand Prix		2,425		4,449	40,599	23,968
Pontiac		3,853	327	5,209	76,217	30,483
VOLKSWAGEN	4,809	3,466	4,527	21,216	56,987	74,952
CHECKER	85*	97		311	1,667	1,161
Total Cars, N. S.	123,551	214,701	128,610	580,856	3,512,452	2,550,465

Truck output still dismal; April trails '79 by 48 pct.

Truck production in April of 131,018 fell 48.84 percent from the 256,090 assembled in April, 1979.

The miscellaneous truck makers, with 3,960, were the only companies to show production increases this April over last. They increased output by 12.18 percent over the 3,530 of April, 1979.

AM Corp. built 493 trucks in April, down 75.73 percent from the 3,530 produced in April last year. Ford Motor Co. assembled 49,749 units, down 50 percent from the 99,510 of April, 1979.

Chevrolet and GMC produced 48,527, a drop of 52.77 percent from the 102,755 of April last year. Jeep production of 7,301 fell 43.70 percent from the 12,967 of the month last year.

Chrysler Corp.'s April output of 12,505 was a 39.41 percent decline from the 20,638 of last April.

Mack built 2,141 last month, down 22.65 percent from the 2,768 of April, 1979. And White assembled 526 units, an 18.95 percent drop from the 649 of last April.

The 3,029 Volkswagen of America trucks built in April have no comparison figure for 1979.

International resumed production three weeks ago. International had been closed since Nov. 1, 1979, because of a strike.

Last week's truck output of 23,045 fell 46.05 percent from the previous week's 42,717, and dropped 72.40 percent from the 83,504 assembled in the comparable 1979 week.

All Chrysler assembly plants are planning to work regular schedules this week. International will also work a regular schedule this week.

VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

The Jeep Toledo plant closed last Monday for three weeks.

GM's St. Louis, and Janesville plants and the Lordstown van line will close today (May 12) for two weeks. The Chevrolet Flint truck line No. 1 will also close today for one week.

[redacted]

TRUCK PRODUCTION IN U. S.†

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHEVROLET	8,332	25,759	10,770	33,018	456,618	217,364
DODGE/PLYMOUTH	3,800	10,349	3,788	12,505	190,631	54,726
FORD	2,271	29,001	16,910	49,749	525,048	242,165
GMC	3,189	8,341	4,561	15,509	133,615	65,640
INTERNATIONAL	2,820	3,172	2,485	2,787	56,010	6,631
MACK	620	739	560	2,141	14,248	10,520
WHITE	142	243	138	526	5,040	2,895
JEEP		4,500*	1,680*	7,301	70,888*	35,833
AM CORP.	284*	450*	284*	493	8,722*	3,002*
VOLKSWAGEN	687		641	3,029		10,578
MISCELLANEOUS	900*	950	900	3,960	16,070	15,960*
Total Trucks, U. S.	23,045	83,504	42,717	131,018	1,476,890	665,314

CANADIAN TRUCK PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHRYSLER CORP.	1,040	2,050	1,053	4,658	28,150	14,341
FORD MOTOR	4,868	6,188	3,533	16,528	108,236	74,227
GENERAL MOTORS	5,946	6,748	6,130	25,419	119,362	107,242
AMERICAN MOTORS		1,220		898	24,611	9,377
INTERNATIONAL	440	473	431	1,297	8,150	5,067
MACK	50	98	36	215	1,389	1,020
WHITE	65	73	70	294	1,587	1,186
Total Trucks, Canada	12,409	16,850	11,253	49,309	291,485	212,460
N. American Trucks	35,454	100,354	53,970	180,327	1,768,375	877,774

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian cars down for April; week shows gain

Canadian auto production in April of 76,546 declined 4.40 percent from the 80,071 produced in April of 1979.

General Motors and Volvo showed production increases this April over last, but Chrysler Corp. and Ford Motor Co. had output declines in April compared with 1979.

GM assembled 49,936 units, a rise of 9.94 percent over the 45,423 of April, 1979. Volvo built 945 cars, up 31.80 percent from the 717 of last April.

Chrysler built 1,936 autos, down 79.80 percent from the 9,584 of the month last year. And Ford assembled 23,729, a drop of 2.54 percent from the 24,347 of April, 1979.

Last week's car output of 22,943 rose 33.34 percent over the 17,207 of the previous week and increased 8.87 percent over the 21,073 of the comparable 1979 week.

Year-to-date auto production of 331,734 is a 20.40 percent decline from the 416,771 assembled by this date in 1979.

April truck production in Canada of 49,309 fell 13.76 percent from the 57,177 of April, 1979.

Only Chrysler and GM showed production increases last month over April, 1979, output.

Truck production last week of 12,409 rose 10.27 percent over the 11,253 of the previous week, but fell 26.36 percent from the 16,850 of the comparable 1979 week.

Year-to-date output of 212,460 is a drop of 27.11 percent from the 291,485 assembled by this date in 1979.

Although all GM plants are planning to work regular schedules this week, the company's Oshawa car and truck plant will be down the week beginning May 26. GM's Scarborough van plant will close May 26 for three weeks.

The AMC Jeep plant in Brampton is scheduled to resume work on a regular schedule beginning today (May 12).

All Chrysler plants are scheduled to work regular hours this week.

CANADIAN CAR PRODUCTION

	Week Ended May 10, 1980	Same Week 1979	Week Ended May 3, 1980	April Total	Jan. 1, to May 12, 1979	Jan. 1, to May 10, 1980
CHRYSLER CORP.	3,200			1,936	53,221	26,201
FORD MOTOR	7,550	8,017	4,997	23,729	124,399	94,429
GENERAL MOTORS	11,968	12,876	11,985	49,936	235,806	206,954
VOLVO	225	180	225	945	3,345	4,150
Total Cars, Canada	22,943	21,073	17,207	76,546	416,771	331,734
N. American Cars	146,494	235,774	145,817	657,402	3,929,223	2,882,199
N. American Trucks	35,454	100,354	53,970	180,327	1,768,375	877,774
North American Cars and Trucks	181,948	336,128	199,787	837,729	5,697,598	3,759,973

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated

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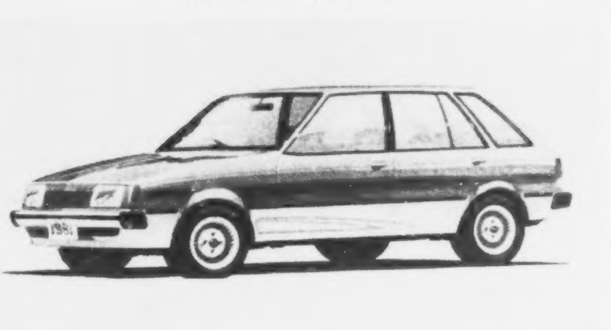
Mazda for '81



MPS Motor Fan

GLC is redesigned

The redesign of the Mazda GLC includes a quarter window behind the C-pillar of the four-door hatchback model. The '81 models, headed for the U. S. in September, will be changed to transverse layout front-wheel drive. Story on Page 24.

Sales slump hikes stocks; supply climbs to 76 days

By Richard A. Wright
Assistant Managing Editor

Domestic production cuts were unable to keep pace with sales declines during April and the U. S. auto makers opened May with a 76-day supply of new cars, up sharply from 61 days on April 1.

The industry had 1,584,804 new cars in its domestic stockpile May 1, compared with 1,567,187 a month earlier and 1,913,597 a year earlier. The much bigger year-ago May 1 count represented a 62-day supply at the then-current selling rate.

Of the U. S. makers, only American Motors managed to trim its inventory in terms of days - supply figures, although both AMC and Chrysler Corp. cut their unit counts.

AMC had a 77-day supply on May 1, down slightly from 80 days a month earlier. Chrysler Corp., however, saw its supply jump from 77 days to 121 days during April. All of its lines, even Omni and Horizon, were in heavy supply.

Ford Motor Co. opened May with a 77-day stockpile, up from 60 days a month earlier. Virtually all lines except Fairmont and Zephyr were in heavy supply and these two were by no means short at 60 and 63 days.

Most of the lean lines in the industry were owned by General Motors, which began May with a 66½-day supply, up from 59 days a month earlier. All X-body lines were still short, with Skylark's 23½-day stock the shortest in the industry. Chevette and Sunbird stocks were also lean.

Volkswagen of America had a skinny 28-day supply of U. S.-built Rabbits, up during the month from 21 days.

- The May 1 domestic inventory was divided this way: GM, 56.23 percent; Ford Motor Co., 25.76 percent; Chrysler Corp., 13.99 percent; AMC, 2.83 percent, and VWoA, 1.19 percent.

A month earlier, the new-car inventory was divided as follows: GM, 56.40 percent; Ford Motor Co., 24.85 percent; Chrysler Corp., 14.55 percent; AMC, 3.22 percent, and VWoA, 0.98 percent.

By size class, all segments of the market were in heavier supply May 1 than they had been a month earlier, but the basic imbalance between small cars and standards continued.

On May 1, the industry had a 55-day supply of subcompacts, up from 40½ days a month earlier. The 64-day supply of compacts compared with a 50-day stock April 1, while intermediates jumped from 70 to 87 days, standards from 86½ to 108 and luxury units from 81 to 84 days.

The May 1 inventory was divided this way among the size classes: Subcompact, 15.34 percent; compact, 25.37 percent; intermediate, 33.45 percent; standard, 19.61 percent, and luxury, 6.23 percent.

A month earlier, the inventory was divided as follows: Subcompact, 14.54 percent; compact, 24.90 percent; intermediate, 32.86 percent; standard, 20.89 percent, and luxury, 6.81 percent.

- The May 1 days-supply figures by market class were:

Subcompact—Rabbit, 28; Sunbird, 35; Chevette, 37; Monza, 48; Starfire, 67; Spirit, 69; Skyhawk, 77; Horizon, 90½; Omni, 92; Bobcat, 100, and Pinto, 110.

Compact — Skylark, 23½; Phoenix, 26; Omega, 28; Citation, 34; Concord, 57; Fairmont, 60; Zephyr, 63; Capri, 87; Mustang, 88; Camaro, 94; Firebird, 97; Pacer, 125; Volare, 150; Eagle, 152 and Aspen, 178.

Intermediate — Cutlass, 45; Century, 54; Supreme, 61½; LTD II, 77; Malibu, 79; Regal, 81; LeMans, 85½; Grand Prix, 101; LeBaron, 101½; Monarch, 102; Granada, 123; Monte Carlo, 125; Diplomat, 127; Mirada, 139½; Cougar XR-7, 150; Thunderbird, 159; and Cordoba, 165.

Standard — Gran Fury, 59½; Olds 88, 77; St. Regis, 80; Olds 98, 87; Mercury, 96; Ford, 100; LeSabre, 104; Pontiac, 104; Electra, 120; Chevrolet, 127, and Chrysler, 178.

Luxury—Corvette, 53; Eldorado, 63; Toronado, 81; Seville, 88; Cadillac, 93; Riviera, 93½; Lincoln, 94; Versailles, 96, and Mark VI, 97.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	May 1, 1980	Apr. 1, 1980	May 1, 1979
Spirit	69	65	61
Concord	57	62	65
Eagle	152	148	—
Pacer	125	124	148½
AMERICAN MOTORS	77	80	69
Horizon	90½	42	24
Volare	150	102½	69
Gran Fury	59½	47	—
Plymouth	141	63	53
LeBaron	101½	82	111
Cordoba	165	125	211
Chrysler	178	92	117
Chrysler	135	97½	117
Omni	92	46	25
Aspen	178	117	79
Diplomat	127	100½	149
Mirada	139½	105	202
St. Regis	80	76½	114
Dodge	122	79	83
CHRYSLER CORP.	121	77	83
Pinto	110	83	47
Mustang	88	89	48
Fairmont	60	32	63
Granada	123	106	76
Thunderbird	159	46	109
Ford	100	92	123
Ford	93	60	73
Bobcat	100	94	53
Capri	87	70	44
Zephyr	63	32	92
Monarch	102	97	98
Cougar XR-7	150	51	137
Mercury	96	75	141
Mercury	92	58	95
Versailles	96	65	153
Lincoln	94	97	76
Mark VI	97	88	105
Lincoln	94½	90	106
FORD MOTOR CO.	93	60	80
Skyhawk	77	89	42
Skylark	23½	18	9
Century	54	48½	59
Regal	81	67	45
LeSabre	104	107	73
Electra	120	118	117
Riviera	93½	115	26
Buick	67	61	49
Seville	88	86	77
Cadillac	93	86	58
Eldorado	63	63	40
Cadillac	85	80	56
Chevette	37	28	23
Monza	48	41	26
Citation	34	26	28
Camaro	94	86	32
Malibu	79	64	64
Monte Carlo	125	111½	96
Chevrolet	127	87½	95
Corvette	53	47	26
Chevrolet	66½	54	56
Starfire	67	60	27
Omega	28	24	23
Cutlass	45	41	46
Supreme	61½	55	43
Olds 88	77	60½	42
Olds 98	87	73	54
Toronado	81	74	29
Oldsmobile	58	51	42
Sunbird	35	34	23½
Phoenix	26	19	31½
Firebird	97	113	28
LeMans	85½	93	69
Grand Prix	101	115	87
Pontiac	104	107½	106
Pontiac	72	75½	61
GENERAL MOTORS	66½	59	53
VOLKSWAGEN	28	21	16
TOTAL CARS U.S.	76	61	63

Loan board's approval frees aid for Chrysler to stave off bankruptcy

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—On May 27, just in time to avert a Chrysler bankruptcy, the government will issue $500 million in loan guarantees to the faltering company, and Chrysler will issue guaranteed 10-year notes in minimum denominations of $10,000 redeemable any time after three years.

This follows the government's conditional approval for the full $1.5 billion on May 10 and is in keeping with the 15-day waiting period stemming from the law passed last December and signed by the President Jan. 9.

Although the Chrysler Loan Guarantee Board, composed of the secretary of Treasury, chairman of the Federal Reserve Board and the U. S. Comptroller—along with two non - voting members, the secretaries of Transportation and Labor—gave unanimous approval, it disagreed with some of Chrysler's assumptions.

But it felt the $1.5 billion in loan guarantees is better than the alternative of bankruptcy, which could cost taxpayers as much as $3 billion over two years.

The board, however, did have to modify the targets set forth in the act because banks and Chrysler's "family" did not come through as expected. The board will be monitoring Chrysler's progress continually as further drawdowns are requested.

Moreover, instead of the $1.43 billion spelled out in the law as Chrysler's share to be raised without federal guarantees, the amount is now $1.657 billion which includes an extra $227 million to offset the amount of loans committed by banks and other lenders before the October plan, but not extended to Chrysler.

This includes $159 million of revolving credit from U. S. banks and $68 million in lines of credit from Canadian banks not given to Chrysler.

The conditions which Chrysler must meet before any guarantees issue are to restructure its $1.4 billion of debt and $3 billion of debt held by Chrysler Financial. Public holders of company debentures must agree to allow the company to secure its federally guaranteed loans with its principal domestic auto

Continued on Page 67, Col. 1

Chrysler seals big-car doom

By Marjorie Sorge
Labor Editor

Chrysler Corp. will mothball its Lynch Rd. plant in Detroit for an indefinite period beginning July 2, thereby completely eliminating big - car production in the U. S. and Canada, according to sources.

A Chrysler spokesman said if the Lynch Rd. plant closes, it looks like Chrysler will be dropping the big cars. Later, he said "there is no confirmation Lynch Rd. is closing."

The plant is the current source of the St. Regis, New Yorker, Newport and Gran Fury and is the company's only big-car operation.

With the closing, Chrysler

Continued on Page 70, Col. 4

breaking news

Ford EXP and Mercury LN-7 bow in '81½

DEARBORN. — Ford Motor Co. reportedly has named its new '81½ sporty coupes the Ford EXP and Mercury LN-7. The front-drive subcompacts are based mechanically on the new Escort and Lynx cars which debut this fall. The EXP and LN-7 are scheduled for a mid-year introduction and will be available with a choice of notchback or glass hatchback rear ends.

Chrysler confirms Lynch Rd. closing

DETROIT. — Chrysler Corp. has confirmed it will close its Lynch Rd. (Detroit) assembly plant, source of full-size cars, at the end of the model year. The company will continue the New Yorker nameplate in a mid-size version for 1981. That model will be built in St. Louis.

See BREAKING NEWS, Page 73, Col. 1

NEWSPAPER

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Sales at 22-year low; down 41 pct. from '79

By Jenny L. King
Staff Writer

Domestic new-car sales in the first 10 days of May plunged to their lowest level in 22 years, and the period was the eighth in a row to fall below year-ago levels.

May 1-10 sales totalled 143,352, down 41.89 percent from 246,680 a year earlier. That was the biggest decline for any 10-day period this year, and this year's total was the smallest for a May opener since the industry sold 123,245 in 1958.

With nine selling days in both periods, the daily selling rate was a meager 15,928, compared with 27,409 a year earlier.

Chrysler Corp. suffered the biggest drop. Its sales plunged 58.56 percent to 12,694 from 30,631 last year. Ford Motor Co. reported sales of 31,638, down 50.18 percent from 63,510, while General Motors dealers sold 91,695, down 36.88 percent from 145,264. Volkswagen of America also was off. Sales of U.S.-built Rabbits totaled 3,425, down 15.95 percent from 4,075.

• While the May 1-10 sales report was certainly a dismal one, Ford Division managed to find a bright spot. Ford claimed that its new customer cash rebates during the final two days of the period boosted sales sharply.

"New-car sales for the two-day period increased by 76 percent from the sales rate during a base period of Dec. 1-Feb. 10, when rebates were not offered," said Philip E. Benton Jr., Ford Division general manager. "Increases by car lines were as high as 124 percent."

The rebates, which began May 9 and expire July 12, range from $500 on top-line LTD and Thunderbird models down to $100 on Fiesta.

Rebates by model and car line are: LTD Crown Victoria and Country Squire and Thunderbird Town Landau, $500; LTD and LTD wagon, $400; Thunderbird and Granada, $300; Fairmont, Mustang and Pinto, $200, and Fiesta, $100.

GM continued to take the lion's share of the much smaller retail pie, accounting for 63.96 percent of May 1-10 sales, compared with 58.89 percent a year earlier. AMC was also up, taking 2.72 percent, compared with 1.30 last year, as was VWoA, with 2.39 percent, compared with 1.65 percent.

Ford Motor Co. took 22.07 percent of domestic sales in the May opener, down from 25.74

Continued on Page 72, Col. 1

DOMESTIC SALES

	May 1-10, 1980	May 1-10, 1979
AMERICAN MOTORS	3,900†	3,200†
Chrysler	2,849	7,372
Plymouth	4,802	10,580
Dodge	5,043	12,679
CHRYSLER CORP.	12,694	30,631
Ford	23,737	45,554
Mercury	6,250	14,788
Lincoln	1,651	3,168
FORD MOTOR	31,638	63,510
Buick	16,985	18,637
Cadillac	4,682	7,001
Chevrolet	37,215	61,784
Oldsmobile	18,689	31,617
Pontiac	14,124	26,225
GENERAL MOTORS	91,695	145,264
VOLKSWAGEN	3,425	4,075
INDUSTRY TOTAL	143,352	246,680

†—Estimated.

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55th year — No. 4810

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New-car sales plummet to a 22-year low

Continued from Page 3

percent a year ago, while Chrysler Corp. fell from a 12.42 percent share last year to 8.86 percent this year.

• Of the 13 U.S. makes, only AMC posted a sales gain (21.88 percent) over the year-ago period — and that was an estimate. All other lines declined, with Chrysler leading the plunge with a 61.35 percent sales sag, followed closely by Dodge, off 60.23 percent, Mercury, down 57.74 percent, and Plymouth, off 54.61 percent.

Also down were Ford and Lincoln, each suffering 47.89 percent declines; Pontiac, off 46.14 percent; Oldsmobile, down 40.89 percent; Chevrolet, down 39.77 percent; Cadillac, off 33.12 percent; VWoA, down 15.95 percent, and Buick, off 8.86 percent.

Chevrolet Citation was the biggest selling nameplate May 1-10, with sales of 9,159, followed by Chevrolet Chevette, 7,465; Ford Fairmont, 6,863; Chevrolet Malibu, 5,815, and Olds Cutlass Supreme, 5,778.

Year-to-date sales through May 10 totaled 2,533,182, down 20.71 percent from 3,194,941 last year.

Even Japanese pickups slip in April

Truck sales down in all segments

Continued from Page 8

163,932 units, including the imported pickups, compared with the year-earlier 271,925. The four-month total was 733,517, compared with 1,128,175 a year ago.

Ford outsold Chevrolet in April for the first time this year, and the margin of almost 10,000 units was enough to return the former to the No. 1 position.

During the month, Ford dealers retailed 69,469 new trucks, a decline of 36 percent from the year-ago 108,462. Sales of the Courier pickup were off 14 percent, from 7,377 last year to 6,346.

Over the four-month span, 284,762 Ford trucks were retailed, off 33.5 percent from last year's 428,456 units. The total included 29,028 Couriers, down 4.4 percent from the record 30,353 sold in the like period in 1979.

Sales in April by Chevrolet dealers plunged 44.3 percent, from 107,368 a year ago to 59,807. Included in the month's total were 7,756 LUV pickups, down 20.2 percent from last year's 9,724.

- Chevrolet's four-month sales dropped 37 percent below the year-earlier level, from 442,911 to 283,411. The LUV count was 35,454, a decline of 13 percent from the year-earlier 40,791 units, the four-month high.

Chrysler's Japanese-built compact pickups accounted for slightly more than 20 percent of April sales made by Dodge and Chrysler-Plymouth dealers during the month. Total sales of 19,783 units were off 36 percent from the year-earlier 30,935.

Dodge dealers sold 2,807 D-50 compacts during the month, down 19 percent from the year-ago 3,461, and Chrysler-Plymouth dealers retailed 1,372 Arrows, off 10.3 percent from last year's 1,530.

Four-month Chrysler truck sales totaled 95,653 units—almost 25 percent of them the compacts pickups—a decline of 36.1 percent from last year's 149,737. D-50 sales, however, were 44.8 percent higher than last year—15,862 versus 10,954—and the Arrow count was up 45.7 percent, from 5,276 to 7,689.

GMC dealers retailed 14,873 trucks in April, bringing the four-month count to 69,691 units. The total for the month dropped 40.9 percent below last year's 25,160, while the January-April count was 34.9 percent lower than the 107,071 sold in the like period in 1979.

April sales of four-wheel-drive Jeep vehicles were down 54.2 percent from a year ago, from 11,903 to 5,455. The four-month total of 29,494 units was 46.4 percent lower than last year's 55,041.

- In April, Volkswagen dealers retailed 2,778 compact pickups, bringing the four-month total to 8,281. Volume sales of these vehicles did not start until January.

Sales of the non-captive Japanese compact pickups were down in April, but the four-month totals showed gains over a year ago.

Datsun dealers sold 10,483 units during the month, off 10 percent from last year's 11,649. Through April, the total was 41,031, an increase of 20.7 percent over the year-ago 33,993.

Toyota sales during the month dropped 17.4 percent, from 11,912 a year ago to 9,837. For the four months, dealers retailed a record 51,161 units, an increase of 47.8 percent over the year-earlier 34,613.

April sales of the Mazda compact pickup fell 40.6 percent below the year-earlier count, 542 versus 913. The four-month total, however, was 25.6 percent higher, from 2,610 in 1979 to 3,277.

Mercedes-Benz of North America, which distributes Classes 6 and 7 mid-range diesel trucks in the U. S., reported that its dealers retailed 366 units during the month, up 8.9 percent over last year's 336.

Big Three April, year-to-date truck sales

	April		Year to Date	
	1980	1979	1980	1979
	Ford			
Vans	11,977	16,321	38,609	66,711
Club Wagon	2,738	4,962	9,426	16,150
Courier	6,346	7,377	29,028	30,353
Bronco	2,228	6,002	12,896	26,287
Conventional pickups	39,925	64,732	171,121	257,347
Mediums	4,968	6,864	18,217	23,988
Heavies	1,287	2,204	5,465	7,620
	Chevrolet			
Vans	7,653	16,426	35,723	65,699
Sportvan	1,512	2,898	6,990	71,843
LUV	7,756	9,724	35,454	40,791
El Camino	3,273	4,323	15,263	16,519
Blazer	1,538	5,142	9,701	23,699
Suburban	1,508	4,144	8,660	16,221
Conventional pickups	33,803	60,548	158,878	252,074
Mediums	2,541	3,816	11,796	14,806
Heavies	223	347	946	1,259
	Chrysler			
Vans	5,927	9,428	26,212	50,857
Voyager	1,815	2,523	7,574	10,894
Sportsman	615	784	2,570	3,431
Arrow	1,372	1,530	7,689	5,276
D-50	2,807	3,461	15,862	10,954
Trail Duster	337	396	1,677	2,472
Ramcharger	514	1,006	3,676	6,326
Conventional pickups	6,396	11,807	30,393	59,527
	GMC			
Vans	1,934	3,716	9,000	15,823
Caballero	371	558	1,595	2,232
Jimmy	288	973	2,016	5,060
Suburban	290	672	1,589	2,932
Conventional pickups	7,249	13,959	36,114	60,548
P models	405	376	1,449	1,653
Mediums	2,461	2,737	10,322	10,531
Heavies	1,875	2,104	7,606	8,018
Motor homes		65		274

factories list auction dates

American Motors

May 20—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

May 21—Big D Auto Auction, W. Hwy. 80, Dallas; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

May 22—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

May 27—Ohio Auto Auction, Columbus, O.

May 28—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 30—Concord Auto Auction, 824 S. Taft, Mason City, Ia.

AMC sales are open to all dealers.

Chrysler Corp.

May 19—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

May 20—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

May 21—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

May 22—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

May 23—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

May 26—Clanton's Auto Auction, 1027 Pearl, Darlington, S.C.

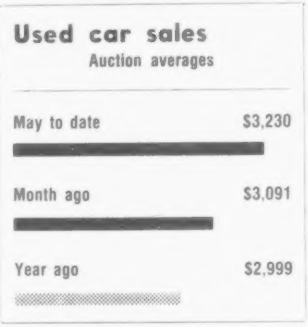
May 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago, Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 28 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 29—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 30—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

Chrysler sales are restricted to Chrysler Corp. dealers.



Used car sales

Auction averages

Model breakdown

Auction averages

	May To Date	April	March
1980	$6,173	$6,322	$6,799
1979	4,582	4,940	5,108
1978	3,682	3,441	3,533
1977	2,627	2,642	2,691
1976	2,115	2,052	2,069
1975	1,619	1,737	1,769
1974	1,151	1,234	1,375
1973	982	1,037	991
OVERALL AVERAGE	$3,230	$3,102	$3,112

Output trails week ago and year ago

U.S. auto production still in the pits

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week declined from a week ago and a year ago.

Car output last week of 106,064 fell 13.72 percent from the 122,924 assembled in the previous week and dropped 51.32 percent from the 217,897 built in the comparable 1979 week.

Year-to-date auto production of 2,655,902 is a 28.73 percent decline from the 3,726,387 units produced by this time in 1979.

American Motors' Kenosha plant was closed last week, but is scheduled to resume work today (May 19). AMC has 2.69 percent of year-to-date production.

All Chrysler Corp. car assembly plants will work regular schedules this week as they did last. Chrysler built 16,000 units last week and has 9.71 percent of the year's total.

Volkswagen of America worked overtime last week and is scheduled to work one hour of overtime this week on both shifts Monday through Thursday and eight hours both shifts Saturday. VWoA built 5,684 Rabbits last week and has 3.01 percent of year-to-date output.

General Motors, which had 10 plants down last week, produced 67,004 autos. GM has 64.84 percent of 1980 production.

This week, GM's Pontiac home plant will be down for the fourth of four weeks, as will the companion Fisher Body point.

GM's Arlington and Doraville (Malibu, Monte Carlo, Cutlass) plants will be closed this week. Janesville (Chevrolet) and Linden (Riviera, Toronado, Eldorado, Seville) will be down this week for the second of two weeks.

Ford Motor Co. had production cuts at 11 plants last week. Ford built 17,291 cars, and has 19.70 percent of year-to-date production.

Checker built 85 units last week and has 0.05 percent of the total.

U. S. CAR PRODUCTION

	Week Ended May 17, 1980	Same Week 1979	Week Ended May 10, 1980	May to Date	Jan. 1, to May 19, 1979	Jan. 1, to May 17, 1980
AMERICAN MOTORS		3,050*	2,978*	4,170*	48,758*	71,497*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	16,000	27,883	16,309	38,826	373,542	257,742
Plymouth Total	7,150	11,284	7,357	17,347	149,705	118,230
Horizon	3,350	4,093	3,350	7,995	66,623	62,913
Volare	2,900	6,898	2,972	7,017	80,015	43,409
'80 Gran Fury	500		649	1,388		9,288
Caravelle	400	293	386	947	3,067	2,620
Chrysler Total	2,250	5,784	2,126	5,343	76,855	33,177
Chrysler	350	2,409	302	876	33,269	8,008
LeBaron	1,900	3,375	1,824	4,467	43,586	25,169
Dodge Total	6,600	10,815	6,826	16,136	146,982	106,335
Omni	2,750	3,915	2,770	6,673	59,444	55,770
St. Regis	500	907	613	1,303	12,391	7,615
Diplomat	1,050	1,322	1,220	2,741	21,346	11,757
Aspen	2,300	4,671	2,223	5,419	53,801	31,193
FORD MOTOR	17,291	52,678	24,261	49,697	976,161	523,220
Ford Division	12,095	32,418	16,965	35,527	613,574	379,683
Pinto		4,517	3,377	4,673	74,084	38,598
Mustang II/Mustang	3,839	8,685	3,860	10,282	155,010	105,040
Fairmont	6,301	5,257	6,497	15,386	70,146	109,920
Granada		4,549	3,231	3,231	67,400	29,515
LTD II		996			18,663	
Thunderbird		7,830			137,522	58,317
Ford	1,955	584		1,955	90,749	38,293
L-M Division	5,196	20,260	7,296	14,170	362,587	143,537
Mercury Total	5,196	15,943	5,595	12,469	275,775	128,692
Bobcat		1,372	633	944	19,389	8,276
Capri	1,628	2,387	1,668	3,809	45,520	30,982
Zephyr	2,339	2,165	2,143	5,336	27,215	36,628
Monarch		2,376	1,151	1,151	35,007	8,944
Cougar/XR7		4,483			86,778	20,978
Mercury	1,229	3,160		1,229	61,866	22,884
Lincoln Total		4,317	1,701	1,701	86,812	14,845
Lincoln		2,261	584	584	43,236	5,410
Versailles		213	418	418	8,260	1,861
Mark VI		1,843	699	699	35,316	7,574
GENERAL MOTORS	67,004	129,678	75,132	175,915	2,264,931	1,722,211
Buick Division	14,489	20,557	14,311	35,556	337,013	340,516
Skyhawk		541			9,654	
Skylark/'79-'80	4,414	2,719	5,005	11,088	23,577	91,621
Century	4,060	1,308	4,228	10,090	22,021	74,562
Regal	4,860	6,752	3,893	10,225	117,142	87,865
Buick		7,661		1,390	135,718	65,370
Riviera	1,155	1,576	1,185	2,763	28,901	21,098
Cadillac Division	3,717	9,831	1,710	6,884	179,337	90,908
Seville	625	1,235	653	1,478	23,137	16,682
Cadillac	2,017	6,656		2,833	118,897	50,716
Eldorado	1,075	1,940	1,057	2,573	37,303	23,510
Chevrolet Division	31,925	53,064	36,276	81,760	954,956	721,119
Chevette	8,910	9,556	9,796	22,208	150,405	179,774
Monza	4,130	3,360	3,839	9,471	61,166	65,512
Camaro		6,796	3,741	5,229	122,002	53,614
Nova/Citation	10,345	7,464	9,271	23,129	76,638	187,552
Malibu	6,270	9,317	5,240	13,189	173,082	110,408
Monte Carlo	1,470	3,996	1,222	3,313	114,962	49,400
Chevrolet		11,590	2,367	3,302	237,542	56,759
Corvette	800	985	800	1,919	19,159	18,100
Oldsmobile Division	8,939	28,320	13,351	30,730	466,444	331,084
Starfire		401			8,489	
Omega/'79-'80	2,209	1,599	2,677	5,957	11,403	48,409
Cutlass	5,905	14,092	9,836	20,208	227,034	162,678
Oldsmobile		10,831		2,556	190,886	101,828
Toronado	825	1,397	838	2,009	28,632	18,169
Pontiac Division	7,934	17,906	9,484	20,985	327,181	238,584
Acadian†	790	364	789	1,823	8,302	10,673
Sunbird	3,230	2,299	2,952	7,365	39,580	59,628
Phoenix/'79-'80	3,238	1,874	3,395	7,771	22,036	54,662
Firebird		5,027	1,693	2,385	91,561	36,512
LeMans	676	2,031	655	1,510	42,540	22,658
Grand Prix		2,385			43,024	23,968
Pontiac		3,926		131	80,138	30,483
VOLKSWAGEN	5,684	4,503	4,1[illegible]7	11,652	61,231	79,984
CHECKER	85*	105	87	172	1,764	1,248
Total Cars, N. S.	106,064	217,897	122,924	280,432	3,726,387	2,655,902

200 at White face layoffs in heavy-truck revamping

FARMINGTON HILLS, Mich. —White Motor Corp. has begun a restructuring of its heavy-duty truck operations. The company said the move is designed to reduce costs in the face of current lower sales and provide the opportunity for increasing future earnings when the economy improves.

The program includes layoffs for more than 200 persons; relocating certain functions from Eastlake, O., to either the company's corporate office here or its truck assembly plants, and the eventual elimination of administrative functions at Eastlake.

Of those to be paid off, approximately 150 are at Eastlake and the remainder at branch and regional office locations across the U. S.

Of the approximately 300 remaining Eastlake employes, a limited number will be offered transfers as their functions are affected, White said.

White said it has restructured its assembly plant operations over the past two years and has already centralized its accounting and computer operations at locations other than Eastlake.

It also is reactivating a technical center in Farmington Hills, after the relocation of the corporate headquarters here in late 1979.

White Motor reported net income of $12,921,000 on sales of $1,211,023,000 for 1979, compared with a loss the year before.

In the first quarter of 1980, the company reported a net loss of $9,162,000 on sales of $284,555,000.

[redacted]

Truck production rises for week to 31,111 units

U. S. truck production last week of 31,111 rose 37.50 percent from the 22,626 units assembled the previous week, but fell 61.99 percent from the 81,851 units assembled in the comparable 1979 week.

Year-to-date truck production of 696,006 is a 55.23 percent decline from the 1,554,498 built by this time in 1979.

All Chrysler truck plants are planning to work a regular schedule this week.

The Jeep Toledo plant is down this week for the third week in a row. Jeep is scheduled to resume production May 26.

General Motors' Janesville truck line will be down this week for the second of two weeks.

GM's Lordstown van line and St. Louis assembly points will be closed this week for the second of two weeks, as will Chevrolet Flint truck line Number One.

GMC in Pontiac will also be done this week because of a materials shortage.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 17 1980	Same Week 1979	Week Ended May 10, 1980	May to Date	Jan. 1, to May 19 1979	Jan. 1, to May 17 1980
CHEVROLET	8,300*	27,582	8,332	20,940	483,127	225,664
DODGE/PLYMOUTH	3,800	9,225	3,745	9,060	198,900	58,471
FORD	10,032	26,649	2,292	19,088	549,250	252,218
GMC	3,396	8,314	3,183	8,403	142,189	69,030
INTERNATIONAL	2,820	3,167	2,694	6,508	59,182	9,325
MACK	620	752	452	1,296	14,987	10,972
WHITE	147	262	154	356	5,283	3,054
JEEP		4,500*		672	75,388*	35,833*
AM CORP	284*	450	284*	682	9,172*	3,286*
VOLKSWAGEN	812		590	1,658		11,293
MISCELLANEOUS	900*	950	900	2,160	17,020	16,860*
Total Trucks, U. S.	31,111	81,851	22,626	70,823	1,554,498	696,006

Week's car build dips in Canada: trucks down, too

Both car and truck production in Canada last week declined from a week ago and a year ago.

Last week's auto production of 16,433 fell 27.95 percent from the 22,809 of the previous week, and dropped 16.05 percent from the 19,574 produced in the comparable 1979 week.

Year-to-date auto output of 348,033 is a decline of 20.07 percent from the 435,415 assembled by this date in 1979.

General Motors built 10,160 units last week and has 62.40 percent of the year-to-date total. Ford Motor Co. assembled 6,048 cars last week and has 28.83 percent of the year's output.

Chrysler Corp.'s auto assembly plants were down last week and in the corresponding 1979 week. Chrysler has 7.51 percent of year-to-date production.

Volvo built 225 units last week and has 1.26 percent of the year's total.

Last week's truck output of 10,603 fell 13.15 percent from the previous week's 12,209 and dropped 28.75 percent from the 14,881 assembled in the comparable 1979 week.

Year-to-date truck production of 222,863 is a 27.29 percent decline from the 306,519 built by this time in 1979.

AMC's Brampton plant reopened last Monday with one shift working.

Chrysler's Windsor car assembly plant will be down this week for four days. Today (May 19) is a holiday for auto workers. The Windsor truck plant will work a regular schedule this week and will reinstate the second shift beginning June 2.

All GM plants will work regular schedules this week. GM has previously announced downtime scheduled at all its plants beginning May 26.

CANADIAN TRUCK PRODUCTION

	Week Ended May 17 1980	Same Week 1979	Week Ended May 10, 1980	May to Date	Jan. 1, to May 19, 1979	Jan. 1, to May 17 1980
CHRYSLER CORP	1,040	2,195	1,058	2,519	30,200	15,399
FORD MOTOR	3,148	5,883	4,597	9,158	114,495	77,104
GENERAL MOTORS	4,980	4,940	5,999	13,431	124,223	112,275
AMERICAN MOTORS	880	1,217		880	25,831	10,257
INTERNATIONAL	440	476	445	1,058	8,623	5,512
MACK	50	95	45	109	1,487	1,065
WHITE	65	75	65	158	1,660	1,251
Total Trucks, Canada	10,603	14,881	12,209	27,313	306,519	222,863
N. American Trucks	41,714	96,732	34,835	98,136	1,861,017	918,869

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 17 1980	Same Week 1979	Week Ended May 10 1980	May to Date	Jan. 1, to May 19 1979	Jan. 1, to May 17, 1980
CHRYSLER CORP.			3,148	3,148	53,221	26,149
FORD MOTOR	6,048	8,857	7,405	15,452	132,544	100,332
GENERAL MOTORS	10,160	10,537	12,031	26,985	246,125	217,177
VOLVO	225	180	225	540	3,525	4,375
Total Cars, Canada	16,433	19,574	22,809	46,125	435,415	348,033
N. American Cars	122,497	237,471	145,733	326,557	4,161,802	3,003,935
N. American Trucks	41,714	96,732	34,835	98,136	1,861,017	918,869
North American Cars and Trucks	164,211	334,203	180,568	424,693	6,022,819	3,922,804

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated

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Move could boost clout in future negotiations

U.S. lifts duty to 25% on Japanese pickups

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The U. S. Customs Service dealt the importers of Japanese light pickup trucks a rather nasty blow last week, raising the import duty on the popular vehicles from 4 percent to 25 percent.

The immediate impact of the move against an industry that last year was valued at approximately $1.5 billion was not known, however, because Deputy U. S. International Trade Negotiator Robert Hormats said the Carter Administration is considering whether it will reduce or stick with the tariff increase.

The President has authority to reduce the tariff to about 8.5 percent and there is talk that he may do so in exchange for concessions from the Japanese government.

The U. S. is very keen on the Japanese opening its multibillion-dollar electronics communication market to U. S. companies. The Japanese have steadfastly refused to do so, however, and as recently as two weeks ago reaffirmed that position in trade talks with U. S. Trade Representative Reuben Askew.

Trade experts here say the new tariff schedule on light pickups will give the U. S. considerable new clout in its future negotiations with Japan.

Working against any change in the 25-percent rate, however, is pressure the Administration will receive from the powerful UAW and Ford Motor Co., which have been the leaders in Detroit's protectionist drive.

The UAW had been pushing for the duty increase as part of its effort to get the Japanese auto makers to build assembly plants here. A spokesman for the union said he welcomed the U. S. Customs decision and said it would send a message to the Japanese that the U. S. means business.

Ford Executive Vice President Fred G. Secrest said that "if the 25-percent rate is retained indefinitely — and we certainly hope and expect that it will be —it should provide more jobs in our truck plants resulting from increased sales of our U. S. pickup trucks."

- Ford imports its Courier pickup from its Japanese partner Toyo Kogyo but has plans to produce a similar vehicle here within the next two years.

General Motors, which imports its Chevy LUV pickup from its Japanese partner Isuzu, plans to market a domestic small pickup in 1981. It said it had no comment on the tariff issue.

The other American maker selling a Japanese light pickup, Chrysler Corp., also had no comment. A spokesman for the firm acknowledged however, that it is negotiating with its Japanese partner Mitsubishi to build a small pickup here on a joint venture.

A spokesman for the Datsun importer, Nissan Motor Corp. in U.S.A., said the company "was very sorry to hear of the decision," and said it "will adversely affect the U. S. consumer by increasing inflation and worsening U. S. dependence on foreign oil."

He said he hoped President Carter would reduce the tariff or at least grant the Japanese a 2 or 3-year grace period before instituting it.

Nissan Motor Co. of Japan has announced it will build a light pickup assembly plant here within three years. The spokesman for Nissan U.S.A. declined to say if the action by the Customs office will speed up that timetable.

A spokesman for Toyota Motor Sales U.S.A., Inc., the No. One importer of cars and trucks,

Continued on Page 52, Col. 1

Rolls revealed

New Silver Shadow groomed

The new Rolls-Royce Silver Shadow is smaller, lighter and more aerodynamic. Scheduled for European debut early in 1981, the new Silver Shadow maintains the traditional grille and mascot, but will have new rear suspension and a lighter, more economical V-8.

NADA lists six steps to ease crunch

White House pledges auto help

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Carter Administration last week repeated its pledge to do something about the problems affecting the auto industry to NADA representatives.

But as in the case of an earlier meeting between the President and heads of the U. S. auto industry, the Administration would not say what it plans to do.

The dealers, headed by NADA President George Irvin, had been called to the White House to brief the Administration on what the problems in the auto industry are and what can be done about them.

Sources said President Carter's domestic advisor Stuart Eizenstat, Deputy Treasury Secretary Robert Carswell and other officials were "very sympathetic to our plight" but refused to be pinned down as to what the Administration's response to the situation will be.

"All they would tell us is that we can expect some action within weeks," the sources said.

The NADA group had gone to the White House carrying a letter to the President outlining six steps the organization thinks should be taken in the short term if the auto industry is to be saved quickly from its depression. These are:

1. The Federal Reserve Board should not interfere with declining interest rates. Administration policy should be to increase consumer confidence in stabilized interest rates to stimulate a return to normal car-and-truck sales levels.

2. "De Facto" credit controls levied upon automotive-related loans should be eliminated. (Observers expect this will happen, particularly in light of the fact that car loans were from the beginning to have been exempted from the President's March 14 order to limit credit expansion to no more than 9 percent).

3. Funds should be shifted to the Small Business Administration to fund an interest-subsidized loan program for franchised car and truck dealers who prove the need.

NADA is looking for a shift of approximately $100 million to SBA for the interest subsidy loan program (subsidy of 6 percent).

Dealers would qualify for the subsidy if they have been denied funds from another lending source, or if they are currently below the net working capital requirements set by the franchiser — NADA estimates a minimum of 40 percent of all dealers fall in this category — or if they have lost money (net profit before tax) in four of the last 12 months as reported by contract to the franchisor.

4. A refundable tax credit should be given retroactively to May 1, 1980, for purchases of new cars and trucks to dramatically increase the replacement of older and less-energy-efficient, less-safe and less-environmentally advanced vehicles with 1980 vehicles.

If dealers don't get rid of their 1979-80 inventory (estimated at 2,764,000 cars and trucks by NADA), there may not be much of a 1981 model year, the dealers told the President's advisors.

5. The federal excise tax on trucks should be eliminated, ef-

Continued on Page 52, Col. 2

breaking news

New J-cars only slightly smaller than X-cars

DETROIT.—General Motors' upcoming J-cars, which replace Chevy Monza and Pontiac Sunbird next spring, will be just a shade smaller than the X-car compacts, according to sources. Wheelbase on the new front-drive subcompacts is said to be 101.2 inches, compared with 104.9 inches on the X-cars. Overall length on the J is about 170 inches, and curb weight is about 2,350 pounds. The only available engine at the start of production is likely to be Chevy's new 1.8-liter four-cylinder, which should provide an EPA city rating of about 28 MPG.

Cougar replaces Monarch at Ford in '81

DEARBORN.—Ford will drop the Monarch name this fall when it introduces a redesigned Granada, based on the Fairmont platform. The Mercury stablemate to the '81 Granada will be called Cougar, while the Thunderbird twin will simply be called XR-7, according to sources.

NEWSPAPER

See BREAKING NEWS, Page 55, Col. 1

FTC gives tentative OK

Revised used-car rule gives dealers options

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The Federal Trade Commission has tentatively accepted a new version of the used-car rule, leaving the dealer free to inspect using any reasonable method, or not to inspect or to merely check "Don't Know" on a required window sticker.

The commissioners also endorsed a staff-recommended comment period to get consumer reaction to the proposed sticker and for technical changes.

But the FTC, by majority vote, imposed its own separate 60-day comment period to see whether giving dealers the option of inspection will effectively deal with the deception that arises from oral promises given by salesmen. The commissioners made a few further changes that will make the already weakened rule even less stringent.

The present version is a direct outcome of the last commissioner's meeting (October, 1979) which concluded that optional inspection was less onerous than the earlier mandated inspection. The current tentative rule, calling for warranty disclosure as well as the results of any inspection, was started in 1973 by the FTC Seattle office.

With passage of the Magnuson-Moss Act in 1975 and an amendment mandating a used car rule—hung on unexpectedly by former Senator Vance Hartke, Indiana Democrat, who said

Continued on Page 54, Col. 4

truck industry news

Only heavies show gain over '79

3-month registrations dip to four-year low

First-quarter registrations of new trucks in the U. S. dropped to the lowest level in four years, with substantial downturns in two of the industry's three market segments.

The three-month total, according to R. L. Polk & Co. statistics, was 660,732, a decline of 24.4 percent below last year's 874,407 units. It was 11.6 percent lower than the 747,562 tallied in the corresponding period in 1977, but 4.4 percent higher than the year-earlier 632,862.

In March, registrations tumbled almost 31 percent, from last year's 317,351 to 219,400. The count was the lowest for any March since the 177,627 units tallied during that month in 1975.

GVW table on Page 52.

Heavy trucks were the only ones to show an increase over a year ago, and that was due solely to the continued spectacular gains in sales of vehicles switched from gasoline to diesel power.

Groups 7 and 8 registrations for the three months were up 2.5 percent over a year ago, from 48,336 to a new high of 49,557.

It was the surge in Group 7 tallies that led to the advance in heavy-truck registrations. The total of 19,745 units was 81.9 percent higher than last year's 10,852. The Group 8 count was down 20.5 percent, from a record 37,484 in 1979 to 29,812.

Group 7's gains continue to expand the erosion of the Group 6 market. Three-month registrations of trucks in the top weight class in the medium-truck market were down 56.2 percent, from 33,207 a year ago to 14,534.

But the biggest loser among the industry's eight weight classifications was Group 4. In the January-March period, only

Continued on Page 47, Col. 4

Group 7 surge keeps heavies ahead of '79 pace

Registrations of new heavy trucks in the U. S. in the first three months of 1980 were up 2.5 percent over last year, but only because of the big increase in the number of Group 7 tallies.

In the first quarter, according to R. L. Polk & Co. statistics, 49,557 Groups 7 and 8 trucks were registered, compared with 48,336 in the like period a year ago. The March count, however, was down 9.7 percent, from 18,685 in 1979 to 16,876.

The three-month Group 7 total this year soared to a record 19,745 units, an increase of 81.9

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U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1980 vs. 1979★

Based on R. L. Polk & Co. statistical report

	3 mos. 1980	Percent Share of '80 market	3 mos. 1979	Percent Share of '79 Market	Pct. pt. Change '80-'79
Ford	206,560	31.26	288,530	33.00	— 1.74
Chevrolet	204,885	31.01	285,498	32.65	— 1.64
Dodge	57,560	8.71	91,906	10.51	— 1.80
GMC	51,181	7.74	67,463	7.71	+ 0.03
Jeep	23,420	3.54	39,396	4.51	— 0.97
International	16,826	2.55	26,300	3.01	— 0.46
Plymouth*	7,876	1.19	4,719	0.54	+ 0.65
Mack	5,549	0.84	6,081	0.70	— 0.14
Kenworth	3,284	0.50	3,541	0.40	— 0.10
Freightliner	3,033	0.46	3,102	0.35	+ 0.11
Peterbilt	2,029	0.31	2,334	0.27	+ 0.04
White	1,385	0.21	2,787	0.32	— 0.11
Autocar	462	0.07	450	0.05	+ 0.02
Western Star	305	0.04	216	0.02	+ 0.02
Volvo	191	0.03	147	0.02	+ 0.01
Diamond Reo	23				
Miscellaneous**	76,163	11.53	51,935	5.94	+ 5.59
TOTALS	660,732	100.00	874,407	100.00	

★—No registrations for Oklahoma, 1980 and 1979; Hawaii, January-March, 1980; Kansas, February-March, 1980; Delaware, Utah and Hawaii, March, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

U.S. HEAVY DUTY REGISTRATIONS

THREE MONTHS, 1980 vs. 1979★

Based on R. L. Polk & Co. statistical report

	3 mos. 1980	Percent Share of '80 market	3 mos. 1979	Percent Share of '79 Market	Pct. pt. Change '80-'79
Ford	10,620	21.43	8,975	18.57	+ 2.86
International	8,880	17.92	14,165	29.30	—11.38
GMC	8,205	16.56	4,352	9.00	+ 7.56
Mack	5,522	11.14	6,081	12.58	— 1.44
Chevrolet	4,787	9.66	1,537	3.18	+ 6.48
Kenworth	3,284	6.63	3,541	7.33	— 0.70
Freightliner	3,033	6.12	3,102	6.42	— 0.30
Peterbilt	2,029	4.09	2,334	4.83	— 0.74
White	1,385	2.79	2,789	5.77	— 2.98
Autocar	462	0.93	450	0.93	
Western Star	305	0.62	216	0.45	+ 0.17
Volvo	191	0.38	147	0.30	+ 0.08
Diamond Reo	23	0.05			+ 0.05
Miscellaneous	831	1.68	649	1.34	+ 0.34
TOTALS	49,557	100.00	48,336	100.00	

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Hawaii, January-March, 1980; Kansas, February and March, 1980; Delaware, Utah and Hawaii, March, 1979.

Only heavies show gain over '79

3-month registrations dip to four-year low

Continued from Page 8

95 units were registered, 97.6 percent fewer than the year-ago 3,899.

Group 4 units are mainly motor-home chassis and Dodge accounted for 91 of the total and imports the other four. A year ago, all 3,899 units carried a Dodge nameplate.

The only other weight class than Group 7 to show a gain in the first quarter was Group 5, but the increase was so small it was almost unnoticeable. The total was 591 units, compared with 579 a year ago.

Total medium-truck registrations dropped 59.6 percent below last year's count, sliding from 37,685 to only 15,220 units.

Light-truck tallies over the three-month span totaled 595,955 units, down 24.4 percent from last year's 788,386. Registrations were off in all three of this segment's three groups.

- Because it includes the Japanese-built compact pickups, the smallest decline was suffered by Group 1. The three-month total was 288,821 units, off 3.4 percent from the 299,041 registered in the same period in 1979.

The Group 2 count was down 36.1 percent, with the collapse of the RV market the major contributor to the slide. The total was 305,148 units, compared with 477,564 a year ago.

Only 1,986 Group 3 trucks were registered in the first quarter, a decline of 83.1 percent from last year's 11,781 units.

Again because of the increase in sales of the compact pickups imported from Japan, the miscellaneous group had the biggest increase in penetration in the first three months.

There were 76,163 registrations accounting for 11.53 percent of the industry total, up 5.59 percentage points over the year-earlier 5.94 points on 51,935 registrations.

Dodge, Ford and Chevrolet suffered losses in share of total tallies ranging from 1.5 to 2 points. Small gains in penetration were achieved by most of the heavy-truck producers.

Group 7 surge keeps heavies ahead of '79 pace

Continued from Page 8

percent over the year-earlier 10,852. With the growth in demand for mid-range diesel power, many trucks previously classified as Group 6 vehicles have moved into the heavier Group 7 category.

At the same time, registrations of Group 8 trucks have sagged dramatically from last year's record levels. In the first three months, 29,812 new units were tallied in the U. S., down 20.5 percent from the year-ago 37,484.

Ford strengthened its hold on the heavy-truck leadership in March, and ended the first quarter with nearly a 2,000-unit margin over International. The latter did not build a single truck in the first quarter because of the UAW strike, which started last November and was settled in April.

Ford had 10,620 registrations in the first quarter, compared with 8,880 for International. A year ago, the latter was No. 1 with 45,165 tallies and Ford was runnerup with 8,975.

This year, Ford increased its share of total industry registrations by 2.86 percentage points, from 18.57 percent to 21.43 percent. International's share plunged 11.38 points to 17.92 percent, compared with 29.30 percent in the same period in 1979.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

HREE MONTHS, 1980 vs. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**March, '80**	....	....	....	....	....	....	....	**169**	**169**
	March, '79	....	....	....	....	....	....	....	195	195
	Year to Date '80	....	....	....	....	....	....	....	**462**	**462**
	Year to Date '79	....	....	....	....	....	....	....	450	450
BROCKWAY	**March, '80**	....	....	....	....	....	....	....	....	....
	March, '79	....	....	....	....	....	....	....	1	1
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**March, '80**	**33,026**	**31,205**	**112**	....	**148**	**976**	**1,321**	**276**	**67,064**
	March, '79	43,699	56,648	1,581	....	156	3,131	180	408	105,803
	Year to Date '80	**95,493**	**100,218**	**656**	....	**449**	**3,282**	**3,894**	**893**	**204,885**
	Year to Date '79	116,702	157,078	1,875	....	372	7,934	530	1,007	285,498
(Memo Units)#	**March, '80**	**15,702**	**9,169**	....	....	....	....	....	....	**24,871**
	March, '79	20,043	16,589	....	....	....	....	....	....	36,632
	Year to Date '80	**46,014**	**30,762**	....	....	....	....	....	....	**76,776**
	Year to Date '79	50,792	46,185	....	....	....	....	....	....	96,977
DIAMOND REO	**March, '80**	....	....	....	....	....	....	....	**10**	**10**
	March, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**23**	**23**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**March, '80**	**8,485**	**11,407**	**496**	**83**	....	....	....	....	**20,471**
	March, '79	9,150	19,538	5,258	1,344	....	....	....	....	35,290
	Year to Date '80	**22,579**	**33,746**	**1,144**	**91**	....	....	....	....	**57,560**
	Year to Date '79	22,020	56,300	9,687	3,899	....	....	....	....	91,906
(Memo Units)#	**March, '80**	**5,891**	**7,098**	**66**	....	....	....	....	....	**13,055**
	March, '79	5,478	10,250	3,837	....	....	....	....	....	19,565
	Year to Date '80	**15,199**	**21,071**	**298**	....	....	....	....	....	**36,568**
	Year to Date '79	12,876	28,418	6,665	....	....	....	....	....	47,959
FORD	**March, '80**	**21,830**	**39,582**	**48**	....	....	**1,691**	**2,829**	**1,246**	**67,226**
	March, '79	25,971	67,196	18	....	....	4,658	1,416	1,895	101,154
	Year to Date '80	**64,102**	**127,287**	**182**	....	....	**4,369**	**7,069**	**3,551**	**206,560**
	Year to Date '79	70,108	195,484	59	....	....	13,904	3,784	5,191	288,530
(Memo Units)#	**March, '80**	**9,322**	**12,034**	....	....	....	....	....	....	**21,356**
	March, '79	11,062	20,326	....	....	....	....	....	....	31,388
	Year to Date '80	**27,589**	**39,432**	....	....	....	....	....	....	**67,021**
	Year to Date '79	29,112	60,132	....	....	....	....	....	....	89,244
FREIGHTLINER	**March, '80**	....	....	....	....	....	....	....	**1,073**	**1,073**
	March, '79	....	....	....	....	....	....	....	1,178	1,178
	Year to Date '80	....	....	....	....	....	....	....	**3,033**	**3,033**
	Year to Date '79	....	....	....	....	....	....	....	3,102	3,102
VOLVO	**March, '80**	....	....	....	....	....	....	**43**	**1**	**44**
	March, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	**157**	**34**	**191**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**March, '80**	**4,397**	**8,485**	....	....	**49**	**1,311**	**1,413**	**1,356**	**17,011**
	March, '79	5,838	14,274	49	....	70	2,102	202	1,600	24,135
	Year to Date '80	**12,944**	**27,318**	**1**	....	**131**	**2,582**	**4,177**	**4,028**	**51,181**
	Year to Date '79	15,918	41,509	142	....	202	5,340	455	3,897	67,463
(Memo Units)#	**March, '80**	**885**	**2,579**	....	....	....	....	....	....	**3,464**
	March, '79	1,057	4,206	....	....	....	....	....	....	5,263
	Year to Date '80	**2,685**	**7,773**	....	....	....	....	....	....	**10,458**
	Year to Date '79	2,935	12,288	....	....	....	....	....	....	15,223
INTERNATIONAL	**March, '80**	....	**1,272**	....	....	....	**779**	**1,023**	**1,416**	**4,490**
	March, '79	....	1,972	....	....	....	2,168	2,119	3,217	9,476
	Year to Date '80	....	**4,529**	....	....	....	**3,417**	**4,034**	**4,846**	**16,826**
	Year to Date '79	....	6,526	....	....	....	5,609	5,826	8,339	26,300
(Memo Units)#	**March, '80**	....	....	....	....	....	....	....	....	....
	March, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**March, '80**	**4,494**	**2,557**	....	....	....	....	....	....	**7,051**
	March, '79	6,940	5,605	....	....	....	....	....	....	12,545
	Year to Date '80	**13,816**	**9,604**	....	....	....	....	....	....	**23,420**
	Year to Date '79	20,563	18,833	....	....	....	....	....	....	39,396
(Memo Units)#	**March, '80**	**4,494**	**1,912**	....	....	....	....	....	....	**6,406**
	March, '79	6,940	2,508	....	....	....	....	....	....	9,448
	Year to Date '80	**13,816**	**7,160**	....	....	....	....	....	....	**20,976**
	Year to Date '79	20,563	8,281	....	....	....	....	....	....	28,844
KENWORTH	**March, '80**	....	....	....	....	....	....	....	**1,123**	**1,123**
	March, '79	....	....	....	....	....	....	....	1,261	1,261
	Year to Date '80	....	....	....	....	....	....	....	**3,284**	**3,284**
	Year to Date '79	....	....	....	....	....	....	....	3,541	3,541
MACK	**March, '80**	....	....	....	....	....	**27**	....	**1,949**	**1,976**
	March, '79	....	....	....	....	....	....	....	2,606	2,606
	Year to Date '80	....	....	....	....	....	**27**	....	**5,522**	**5,549**
	Year to Date '79	....	....	....	....	....	....	....	6,081	6,081
PETERBILT	**March, '80**	....	....	....	....	....	....	....	**678**	**678**
	March, '79	....	....	....	....	....	....	....	817	817
	Year to Date '80	....	....	....	....	....	....	....	**2,029**	**2,029**
	Year to Date '79	....	....	....	....	....	....	....	2,334	2,334
PLYMOUTH	**March, '80**	**2,119**	**847**	....	....	....	....	....	....	**2,966**
	March, '79	1,338	544	....	....	....	....	....	....	1,882
	Year to Date '80	**5,431**	**2,445**	....	....	....	....	....	....	**7,876**
	Year to Date '79	2,887	1,832	....	....	....	....	....	....	4,719
WESTERN STAR	**March, '80**	....	....	....	....	....	....	....	**164**	**164**
	March, '79	....	....	....	....	....	....	....	107	107
	Year to Date '80	....	....	....	....	....	....	....	**305**	**305**
	Year to Date '79	....	....	....	....	....	....	....	216	216
WHITE	**March, '80**	....	....	....	....	....	....	....	**476**	**476**
	March, '79	....	....	....	....	....	....	....	1,137	1,137
	Year to Date '80	....	....	....	....	....	....	....	**1,385**	**1,385**
	Year to Date '79	....	....	....	....	....	....	....	2,787	2,787
MISCELLANEOUS*	**March, '80**	**26,783**	....	....	**1**	**4**	**310**	**136**	**174**	**27,408**
	March, '79	19,254	1	....	....	1	162	121	225	19,764
	Year to Date '80	**74,456**	**1**	**3**	**4**	**11**	**857**	**414**	**417**	**76,163**
	Year to Date '79	50,843	2	18	....	5	420	257	537	52,082
TOTALS	**March, '80**	**101,134**	**95,355**	**656**	**84**	**201**	**5,094**	**6,765**	**10,111**	**219,400**
	March, '79	112,190	165,778	6,906	1,344	227	12,221	4,038	14,647	317,351
	Year to Date '80	**288,821**	**305,148**	**1,986**	**95**	**591**	**14,534**	**19,745**	**29,812**	**660,732**
	Year to Date '79	299,041	477,564	11,781	3,899	579	33,207	10,852	37,848	874,407

★—No Oklahoma and Connecticut registrations. 1980 and 1979; Hawaii, January-March, 1980; Kansas, February and March, 1980; Hawaii, Delaware, Utah, March, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5 CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

IMPORT REGISTRATION SHARES IN U. S.

FEBRUARY

	Regis., Feb., 1980	Percent Share of Market	Regis., Feb., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	47,011	24.20	25,784	17.17	+ 7.03
Datsun	40,751	20.97	25,121	16.73	+ 4.24
Honda	25,896	13.33	24,685	16.44	— 3.11
Volkswagen	16,326	8.40	23,282	15.51	— 7.11
Mazda	11,728	6.04	7,398	4.93	+ 1.11
Subaru	9,290	4.78	6,249	4.16	+ 0.62
Colt	6,304	3.25	....	....	....
Arrow	6,207	3.19	....	....	....
Fiesta	6,127	3.15	5,025	3.35	— 0.20
Mercedes	3,944	2.03	3,547	2.36	— 0.33
Volvo	....	....	3,882	2.58	....
Fiat	....	....	3,537	2.36	....
All Others	20,715	10.66	21,644	14.41	— 3.75
TOTAL	194,299		150,154		
Share of U.S. Total		27.82		19.69	+ 8.13

TWO MONTHS

	Regis., 2 mos., 1980	Percent Share of Market	Regis., 2 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	94,560	23.92	48,288	17.12	+ 6.80
Datsun	82,119	20.77	46,726	16.57	+ 4.20
Honda	53,801	13.61	43,830	15.54	— 1.93
Volkswagen	34,454	8.71	44,727	15.86	— 7.15
Mazda	25,525	6.46	14,117	5.00	+ 1.46
Subaru	19,108	4.83	11,894	4.22	+ 0.61
Fiesta	12,438	3.14	9,328	3.31	— 0.17
Colt	11,869	3.00	....	....	....
Arrow	11,767	2.98	....	....	....
Mercedes	8,534	2.16	7,284	2.58	— 0.42
Volvo	....	....	7,369	2.61	....
Fiat	....	....	6,919	2.45	....
All Others	41,212	10.42	41,577	14.74	— 4.32
TOTAL	395,387		282,059		
Share of U.S. Total		27.31		18.60	+ 8.71

Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii

February marks fifth straight month of record highs

Import registrations advance again

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in February set a record for the fifth month in a row, according to figures compiled by R. L. Polk & Co.

New import registrations in February totaled 194,299, up 29.40 percent from 150,154 a year earlier, the previous high mark for the month.

Import penetration of total U. S. registrations was 27.82 percent, highest for any month in history and well above the 19.69 percent share taken by imports a year earlier. The former record was 26.87 percent, set in January.

For the first two months, total import registrations were 395,387, up 40.18 percent from 282,059 last year.

Imports accounted for 27.31 percent of U. S. new-car registrations in the first two months, compared with 18.60 percent last year.

- In February, the Japanese led the surge with front - running Toyota taking 24.20 percent of the import market, a remarkable gain of 7.03 percentage points over its year-earlier share.

Second-place Datsun also posted a large increase, jumping 4.24 points to 20.97 percent. Mazda increased its share by 1.11 points to 6.04 percent, while Subaru took 4.78 percent of import registrations, up 0.62 of a point.

Biggest loser in market share was Volkswagen, which saw its portion fall 7.11 points to 8.40 percent. Honda broke ranks with the other Japanese makers, dropping 3.11 points in market share to 13.33 percent.

Fiesta took 3.15 percent of import registrations in February, off 0.20 of a point, and Mercedes-Benz dropped 0.33 of a point to 2.03 percent.

The top 10 imports accounted for 89.34 percent of February import registrations, compared with 85.59 percent a year earlier. In the first two months, the top 10 took 89.58 percent of the total, up from 85.26 percent last year.

- Japan increased its grip on the U. S. import market in February, accounting for 76.76 percent of registrations, compared with 65.76 percent a year earlier.

Registrations of imported cars in February by country of origin, with year-earlier figures in parentheses, were: Japan, 149,144 (98,736); West Germany, 32,891 (38,529); Sweden, 4,837 (5,105); Italy, 3,259 (4,051); France, 2,666 (1,677), and United Kingdom, 1,502 (2,056).

Registrations by country of origin for the first two months of 1980, (with year-earlier figures in parentheses) were: Japan, 302,421 (182,715); West Germany, 68,351 (74,609); Sweden, 9,996 (9,563); Italy, 6,334 (7,937); France, 5,095 (3,175), and UK, 3,190 (4,060).

- Registrations of imported trucks in February were up 35.49 percent to 43,962, compared with 32,447 a year earlier.

Registrations of imported trucks in February, with year-earlier figures in parentheses, were: Toyota, 11,641 (6,823); Datsun, 8,867 (6,055); LUV, 7,537 (8,558); Courier, 6,605 (5,855), and others, 9,312 (5,156).

The truck import total for the first two months of 1980 was 87,091, up 35.94 percent from 64,068 last year.

Registrations of imported trucks in January - February, with year-earlier figures in parentheses, were: Toyota, 22,834 (14,583); Datsun, 17,735 (12,855); LUV, 15,767 (15,039); Courier, 13,224 (12,507), and others, 17,531 (9,084).

factories list auction dates

American Motors

May 28—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

May 30—Concord Auto Auction, 824 S. Taft, Mason City, Ia.

Chrysler Corp.

May 27—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; Arena Auto Auction, 10355 S. Woodlawn, Chicago, Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

May 28 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

May 29—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

May 30—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit.

U. S. CAR PRODUCTION

	Week Ended May 24, 1980	Same Week 1979	Week Ended May 17, 1980	May to Date	Jan. 1, to May 26, 1979	Jan. 1, to May 24, 1980
AMERICAN MOTORS	2,978*	3,050	......	7,148*	51,808*	74,475*
Eagle	......	......	......	......	......	......
Concord	......	......	......	......	......	......
'78 AMX	......	......	......	......	......	......
Pacer	......	......	......	......	......	......
Spirit	......	......	......	......	......	......
CHRYSLER CORP.	16,850	24,797	16,397	56,073	397,860	274,989
Plymouth Total	8,050	10,206	7,240	25,487	159,284	126,370
Horizon	3,300	3,634	3,375	11,320	70,106	66,238
Volare	3,400	6,286	2,908	10,425	85,873	46,817
'80 Gran Fury	800	......	601	2,289	......	10,189
Caravelle	550	286	356	1,453	3,305	3,126
Chrysler Total	2,150	5,920	2,415	7,658	82,439	35,492
Chrysler	250	2,516	413	1,189	35,778	8,321
LeBaron	1,900	3,404	2,002	6,469	46,661	27,171
Dodge Total	6,650	8,671	6,742	22,928	156,137	113,127
Omni	2,800	3,120	2,745	9,468	62,719	58,565
St. Regis	550	764	644	1,997	13,198	8,309
Diplomat	1,000	1,165	1,049	3,740	22,548	12,756
Aspen	2,300	3,622	2,304	7,723	57,672	33,497
FORD MOTOR	25,155	46,187	17,291	74,852	1,022,997	548,375
Ford Division	18,655	31,056	12,095	54,182	644,336	398,338
Pinto	3,300	3,858	......	7,973	77,980	41,898
Mustang II/Mustang	4,000	7,161	3,839	14,228	162,318	109,040
Fairmont	6,400	5,889	6,301	21,786	75,754	116,320
Granada	3,000	3,857	......	6,231	71,108	32,515
LTD II	......	932	......	......	19,567	......
Thunderbird	......	7,130	......	......	144,659	58,317
Ford	1,955	2,229	1,955	3,910	92,950	40,248
L-M Division	6,500	15,131	5,196	20,670	378,661	150,037
Mercury Total	5,100	11,773	5,196	17,569	287,671	133,792
Bobcat	600	1,222	......	1,544	20,582	8,876
Capri	1,300	2,340	1,628	5,109	47,783	32,282
Zephyr	2,100	2,060	2,339	7,436	29,500	38,728
Monarch	1,100	2,029	......	2,251	36,987	10,044
Cougar/XR7	......	4,122	......	......	90,929	20,978
Mercury	......	......	1,229	1,229	61,890	22,884
Lincoln Total	1,400	3,358	......	3,101	90,990	16,245
Lincoln	600	1,711	......	1,184	45,377	6,010
Versailles	200	247	......	618	8,547	2,061
Mark VI	600	1,400	......	1,299	37,066	8,174
GENERAL MOTORS	70,384	120,337	67,260	246,555	2,385,065	1,792,851
Buick Division	16,859	18,242	14,563	52,489	354,901	357,449
Skyhawk	......	595	......	......	10,195	......
Skylark/'79-'80	4,194	1,790	4,418	15,286	26,296	95,819
Century	4,060	1,432	4,028	14,118	23,312	78,590
Regal	4,860	6,613	4,982	15,207	122,558	92,847
Buick	3,745	6,352	......	5,135	142,063	69,115
Riviera	......	1,460	1,135	2,743	30,477	21,078
Cadillac Division	2,145	8,778	3,714	9,026	188,135	93,050
Seville	......	1,048	668	1,521	24,180	16,725
Cadillac	2,145	5,928	1,989	4,950	124,712	52,833
Eldorado	......	1,802	1,057	2,555	39,243	23,492
Chevrolet Division	29,205	50,902	32,700	111,740	1,005,550	751,099
Chevette	8,885	9,542	8,910	31,093	159,831	188,659
Monza	4,130	3,300	4,060	13,531	64,531	69,572
Camaro	2,660	5,418	......	7,889	127,743	56,274
Nova/Citation	8,925	6,521	11,245	32,954	83,202	197,377
Malibu	2,815	8,859	6,370	16,104	181,994	113,323
Monte Carlo	990	3,971	1,320	4,153	118,973	50,240
Chevrolet	......	12,296	......	3,302	249,132	56,759
Corvette	800	965	795	2,714	20,144	18,895
Oldsmobile Division	13,063	25,124	8,590	43,444	491,951	343,798
Starfire	......	398	......	......	8,890	......
Omega/'79-'80	2,213	971	2,367	8,328	12,804	50,780
Cutlass	4,800	13,273	5,401	24,504	240,352	166,974
Oldsmobile	6,050	9,163	......	8,606	200,157	107,878
Toronado	......	1,319	822	2,006	29,748	18,166
Pontiac Division	9,112	17,291	7,693	29,856	344,528	247,455
Acadian†	815	344	720	2,568	8,796	11,418
Sunbird	3,229	2,236	3,053	10,406	41,876	62,669
Phoenix/'79-'80	2,746	1,951	3,258	10,537	23,682	57,428
Firebird	1,420	4,064	......	3,805	95,788	37,932
LeMans	676	2,115	673	2,183	44,681	23,331
Grand Prix	......	2,522	......	......	45,709	23,968
Pontiac	226	4,059	......	357	83,996	30,709
VOLKSWAGEN	4,375	4,302	4,221	14,564	64,567	82,896
CHECKER	85*	114	86	258	1,869	1,334
Total Cars, N. S.	119,827	198,787	105,255	399,450	3,924,166	2,774,920

CANADIAN CAR PRODUCTION

	Week Ended May 24, 1980	Same Week 1979	Week Ended May 17, 1980	May to Date	Jan. 1, to May 26, 1979	Jan. 1, to May 24, 1980
CHRYSLER CORP.	......	4,375	......	3,148	56,741	26,149
FORD MOTOR	5,266	7,531	6,011	20,681	139,137	105,561
GENERAL MOTORS	9,728	11,526	10,428	36,981	257,715	227,173
VOLVO	225	143	225	765	3,669	4,600
Total Cars, Canada	15,219	23,575	16,664	61,575	457,262	363,483
N. American Cars	135,046	222,362	121,919	461,025	4,381,428	3,138,403
N. American Trucks	35,572	91,502	37,054	129,048	1,948,130	949,781
North American Cars and Trucks	170,618	313,864	158,973	590,073	6,329,558	4,088,184

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Truck production stays in slump; 64 pct. below '79

U. S. truck production remained at a low level last week as the year-long sales slump continued to slash output.

Last week's truck output was 25,554, down 3.13 percent from the 26,381 built the previous week and a drop of 64.92 percent from the 72,844 assembled in the year ago week.

While all Chrysler and General Motors plants are working normal schedules this week, both Ford and American Motors have plants down.

Ford has extended downtime at three light truck plants. Norfolk and Twin Cities (St. Paul) will remain down until June 2 and Michigan truck (Wayne) will be down until June 9. All three operations closed May 19 and were scheduled to resume production this week.

AMC's Jeep plant in Toledo is closed again this week for the fourth week in a row. An AMC spokesman said the company has been monitoring sales on a week to week basis and has not decided when the plant will reopen.

Freightliner will shut down all of its U. S. assembly and parts plants for two weeks beginning June 9 to balance dealer inventories.

No overtime was scheduled last week because of slow sales and the Memorial Day holiday weekend.

Year-to-date truck production through May 24 was 716,830, a fall of 55.97 percent from the 1,628,165 completed in the comparable 1979 period.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 24, 1980	Same Week 1979	Week Ended May 17, 1980	May to Date	Jan. 1, to May 26, 1979	Jan. 1, to May 24, 1980
CHEVROLET	4,305	23,792	3,991	20,936	507,434	225,660
DODGE/PLYMOUTH	3,800	8,038	3,731	12,791	207,445	62,202
FORD	10,000*	27,970	10,032*	29,088*	577,244	262,218*
GMC	2,242	7,421	3,450	10,699	149,429	71,326
INTERNATIONAL	2,820	3,239	2,808	9,316	62,349	12,133
MACK	450	730	438	1,564	15,739	11,240
WHITE	128	254	158	495	5,545	3,193
JEEP	......	......	......	672*	75,388*	35,833*
AM CORP	284*	450	284*	966*	9,622*	3,570*
VOLKSWAGEN	625	......	589	2,060	......	11,695
MISCELLANEOUS	900*	950	900	3,060	17,970	17,760
Total Trucks, U. S.	25,554	72,844	26,381	91,647	1,628,165	716,830

CANADIAN TRUCK PRODUCTION

	Week Ended May 24, 1980	Same Week 1979	Week Ended May 17, 1980	May to Date	Jan. 1, to May 26, 1979	Jan. 1, to May 24, 1980
CHRYSLER CORP	832	2,187	1,060	3,371	31,963	16,251
FORD MOTOR	3,140	4,668	3,307	12,457	119,139	80,403
GENERAL MOTORS	4,752	5,838	4,858	18,061	129,716	116,905
AMERICAN MOTORS	744	974	894	1,638	26,824	11,015
INTERNATIONAL	440	378	447	1,505	9,006	5,959
MACK	45	35	42	146	1,582	1,102
WHITE	65	78	65	223	1,735	1,316
Total Trucks, Canada	10,018	14,158	10,673	37,401	319,965	232,951
N. American Trucks	35,572	91,502	37,054	129,048	1,948,130	949,781

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output of cars, trucks declines again

For the second week in a row, both car and truck production in Canada declined from a week ago and a year ago.

Auto output last week of 15,219 fell 8.67 percent from the 16,664 of the previous week and dropped 35.44 percent from the 23,575 built in the comparable 1979 week.

Year-to-date car production of 363,483 is a 20.51 percent decline from the 457,262 assembled by this date in 1979.

Production of trucks last week totaled 10,018, a decline of 6.14 percent from the 10,673 assembled in the previous week, and a drop of 29.24 percent from the 14,158 built in the same week of 1979.

Year-to-date truck production of 232,951 is a decline of 27.19 percent from the 319,965 produced by this time in 1979.

Chrysler Corp.'s auto assembly plant, which so far in May has worked only one week, is scheduled to begin production with a single shift today (May 26). Chrysler's truck assembly point will work a regular schedule this week.

American Motors' Jeep plant in Brampton will work a regular schedule this week.

General Motors' Oshawa car and truck plant will be down for one week beginning today (May 26). GM's Scarborough van plant closes today for three weeks.

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28 L-M deals in Chicago quit NADA; blame import stance

By Richard A. Wright
Assistant Managing Editor

Dealer rebellions are nothing new to the auto industry, but the newest uprising is aimed not at the factories but at the dealers' own organization — the NADA.

The first formal shots of the revolution were fired by the Chicagoland Lincoln - Mercury Dealers Assn. in a letter to NADA in which the group's 28 members resigned from the national organization en masse.

The Chicago dealers—and a number of others around the country—are upset by NADA's refusal to support import restrictions or to push any of a number of plans to curtail Japanese imports into the U. S.

"This letter will serve as official notice of the withdrawal of the Chicagoland Lincoln-Mercury Dealers Assn. from the NADA and of our termination of all formal and informal relations," the letter said.

Describing NADA's response to what the dealers see as grievances critical to their survival as "meek, lukewarm, equivocating and unproductive," the letter stated:

"We are being squeezed into insolvency by the economy, inflation, governmental mandate and most of all by the unimpeded influx of foreign cars, mostly Japanese. No steps are being taken to protect our domestic industries from the barbarous practices of these international giants, although they protect their own industry through stiff tariffs."

• The letter said that the auto industry is only the current victim and that the U. S. has already lost leadership in electronics, steel, microprocessors and textiles.

"In response to this cancer, the NADA has refused to support import restrictions, product content, tax credits for car purchases or other methods of repelling this invasion," the letter said.

"The fact that foreign dealers and duals are part of the NADA shouldn't blind you to the realities of the crisis and the part that you should play in it. Your domestic dealers look to you to represent them to the public, the government and foreign industry. We can't lobby, but you can."

The letter concluded that rather than support NADA with their dues, support and partici-

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Downsized elegance

A new New Yorker for 1981

The Chrysler New Yorker has been re-downsized for 1981, by nearly a foot-and-a-half. With a length of 205.5 inches and a 112.7-inch wheelbase, the '81 version features a choice of six or eight-cylinder engines plus a wealth of luxury appointments inside and out. Its last downsizing was for the 1979 model year.

GM '81 program: Prepaid interest, 3 pct. holdback

General Motors is announcing a new floorplan - holdback program which will become effective with the 1981 model year. Dealers will get interest credit payments up front and the holdback will be set at 3 percent.

Robert D. Burger, vice president in charge of the GM Marketing Staff, said the new program will give dealers greater flexibility in managing their floor-planning costs.

The new arrangement will guarantee dealers an interest credit equivalent to either 16 or 20 days at the prevailing wholesale interest rate for each vehicle, regardless of when the vehicle is sold. If he sells the vehicle before the 16 or 20 days have expired, he still gets the full amount.

The dealer will pay GM for the vehicle at the expiration of transit time — there will be no more free floor - plan period — and will receive equivalent prepaid interest for the full 16 or 20-day period.

Whether the dealer gets 16 or 20-day prepaid interest depends on whether he elects to have the 3 percent holdback funds paid to him quarterly (16 days) or annually (20 days).

• Under the current program, the dealer pays GM for the vehicle at the expiration of the 15 or 20-day free floor-plan period, or at the time of the sale to a retail customer, whichever comes first.

The dealer gets 15 days free floor-plan if he takes his 2 percent holdback payments quarterly, or 20 days if he takes it annually.

The dealer may also opt for a 3 percent holdback, in which case he gets 25 days free with quarterly payments or 30 days free with annual payment. These plans will all expire at the end of the 1980 model run.

"We believe this new plan addresses many of the needs expressed by our dealers in dealer council meetings, by their representatives on the President's Dealer Advisory Council and in our continuing meetings around the country," Burger said.

Burger met with dealer council members last week before the program was announced and said they believe the plan is a step in the right direction. Dealers had been pushing for 30 days free, but GM said this was too expensive.

• In April, GM announced a 12 percent cap on floor-plan interest for a maximum of 90 days beyond the free-billing period, provided the dealer agrees to take a reduction in the carryover rebate from 5 to 3 percent.

Under the 1981 program, the carryover will remain at 5 percent.

The 12 percent cap does not apply to X-body cars or Corvettes. The new 1981 program will cover all GM cars.

Burger said the holdback program dates back to 1961, when it was introduced at the request of dealers. A number of dealers view the holdback payments as the difference between breaking even and making a profit, but in recent years some dealers have agitated for an end to the holdback on the theory that they, not the factory, should have the use of that money.

However, Burger said that historically the holdback is tied to free billing and that the free billing—and the upcoming prepaid

Continued on Page 55, Col. 1

Mid-June seen as date for sale of notes

Loose ends delay Chrysler aid

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Tying up loose ends of the Chrysler aid package is expected to delay until mid-June Chrysler's issuance of government-guaranteed notes worth $500 million, the first drawdown of the $1.5 billion approved by Congress last December.

Last week, 135 banks and insurance companies met with Treasury Secretary G. William Miller and other government officials.

Gordon Areen, president of Chrysler Financial, and Steve Miller, for the parent corporation, also attended the final ironing out of details in what has been described as the biggest and most complex financial deal ever made between government and industry.

Some of the smaller U. S. banks, Canadian banks and European banks have expressed reservations about the possibility that after 1983 Chrysler may use the money from deferral of interest and interest on interest to issue up to $750 million in equity.

But Secretary Miller described that possibility as "quite reasonable" and certainly more attractive than not getting anything, which could happen if the financing package is not accepted.

Miller was also optimistic about Chrysler's rate for borrowing, describing it as "rather attractive" now, certainly better than it would have been a few months earlier.

The reason for the extra week's delay, said Miller, is just the technical details of printing forms and getting signatures from all over the world, although it never became clear why this could not have been done during the 15-day waiting period. But Miller did stress it was "very, very important" to get the financing together as quickly as possible — before Chrysler runs out of money.

• What is now being done is collecting all the pieces of paper —the consents, the waivers, the security mortgages — everything involved in the restructuring of some $1.4 billion of Chrysler debt and $3 billion of Chrysler Financial debt, including sale of 51 percent of CFC.

In addition, public holders of Chrysler's debentures must sign to allow Chrysler to secure its government - backed loans with its principal domestic auto plants, and the government must sign to give up its priority in some state and local transactions giving Chrysler new money.

After all these some 300 lenders — dealers, suppliers, states, localties, Canada, plus banks and insurance companies — consent, waive and agree, then the Chrysler Loan Guarantee Board must reconfirm its conditional approval granted May 10.

While it is true that Chrysler will never be the same, it is not true that the government will

Continued on Page 53, Col. 1

breaking news

Reilly named to U. S. Isuzu distribution

DETROIT.—John E. Reilly, 53, this week will be named general manager of the Circle-A program, the U. S. distribution project of Isuzu Motors, Ltd. Reilly was a Buick zone manager prior to 1966, when he was named sales manager of Volkswagen of America. Later, he served as general manager of VWoA's Porsche - Audi Division and as vice president, Porsche - Audi operations. He later moved to Mid - Atlantic Toyota and most recently has been a consultant. Isuzu plans to start selling cars and trucks in the U. S. some time after the first of the year. The Japanese auto maker has named Y. Itagaki president of the distribution program.

EPA to grant Ford CO waiver, not GM

WASHINGTON. — EPA is expected to grant Ford Motor Co. a waiver from the 1981 carbon monoxide standard for one year for the 1.3 and 1.6-liter overhead-cam engines it plans to use for its Escort and Lynx series. But EPA plans to deny General Motors a CO waiver from the 3.4 grams per mile '81 standard for its 4.9-liter turbocharged engine for both '81 and '82 models. Volkswagen of America, which had been denied a CO waiver for its 1.6-liter engine, is now asking for a waiver for its newly designed 1.4-liter carbureted open-loop engine for the Rabbit.

NEWSPAPER

Lowest total for period since 1958

Mid-May sales off 29 pct. from '79

By Jenny L. King
Staff Writer

Detroit's new-car sales continued to sag during what is traditionally a strong time of year in the domestic marketplace.

Mid-May sales slumped almost 30 percent below the year-ago figure, and more than 50 percent from May 11-20 two years ago.

It was the lowest mid-May total since 1958.

Dealers sold 156,386 cars in mid-May this year, down 29.29 percent from 221,178 in 1979 and 52.54 percent from the now almost unbelievable 329,482 of 1978. The daily selling rate averaged 19,548, 29.29 percent below last year's 27,647. There were eight selling days in both periods.

Year-to-date sales now stand at 2,689,568, down 21.32 percent from 3,418,172 in 1979.

Although sales were bad, they could have been worse—like the 15,928 daily sales rate the first 10 days of the month. Presumably they were buoyed a bit by the reintroduction of customer rebates and sales incentive programs. Ford Motor Co. credited its latest rebate effort, which began May 9, with an increase in its sales of full-size and intermediate cars.

Estimated sales for American Motors of 4,200 made it the only major domestic auto maker to post a gain for the period—up 50.00 percent over 2,800 last year. Volkswagen of America broke even, with current sales of 4,603 compared with 4,612 a year ago.

General Motors sales dropped 26.85 percent to 94,798 from 129,588 in 1979. Ford sales of 38,917 were down 33.60 percent compared with 58,611. Chrysler reported a 45.76-percent decline, to 13,868 from 25,567.

GM sales accounted for 60.62 percent of the mid-May market, up from 58.59 percent a year ago. Ford earned 24.88 percent, down from 26.50 percent. Chrysler cornered 8.87 percent, down from 11.56 percent. AMC sales represented 2.69 percent, up from 1.27 percent, and VWoA earned 2.94 percent, up from 2.08 percent.

Of the 13 U. S. makes, only AMC was up for the period. VWoA was off slightly, down 0.20 percent, and Buick came close to matching year-ago sales with a 1.24-percent decline.

All other makes were far from their previous marks. Chrysler was down 52.12 percent, Dodge was down 45.57 percent and Plymouth was down 41.53 percent.

Ford sales dropped 29.66 percent, to 29,267 from 41,606 a year ago. The division's year-ago sales alone were greater than Ford Motor Co.'s corporate sales (38,917) for the period this year. Mercury sales dropped 43.21 percent and Lincoln sales were off 43.45 percent.

Pontiac took the heaviest loss of the GM makes; it was down 49.41 percent. Chevrolet sales dropped 24.44 percent, Oldsmobile was down 24.59 percent and Cadillac was off 28.61 percent.

Chevrolet Citation was the top-selling nameplate for the period, with sales of 10,162 units. It was followed by Chevrolet Chevette at 8,336, Ford Fairmont at 7,739, Ford Mustang at 7,118 and Chevrolet Malibu at 6,365.

DOMESTIC SALES

	May 11-20, 1980	May 11-20, 1979
AMERICAN MOTORS	4,200†	2,800†
Chrysler	2,959	6,180
Plymouth	5,159	8,823
Dodge	5,750	10,564
CHRYSLER CORP.	13,868	25,567
Ford	29,267	41,606
Mercury	8,045	14,167
Lincoln	1,605	2,838
FORD MOTOR	38,917	58,611
Buick	15,104	15,294
Cadillac	5,752	8,057
Chevrolet	42,053	55,657
Oldsmobile	19,144	25,388
Pontiac	12,745	25,192
GENERAL MOTORS	94,798	129,588
VOLKSWAGEN	4,603	4,612
INDUSTRY TOTAL	156,386	221,178

†—Estimated.

Market lowest since 1976 despite another import high

By Richard A. Wright
Assistant Managing Editor

While the imports continued to shatter monthly records, total U. S. new-car registrations were down in March to the lowest level since 1976, according to figures compiled by R. L. Polk & Co.

New-car registrations in March totaled 797,955, down 12.58 percent from 912,801 a year earlier, the record for the month. They were up, however, by 14.25 percent from the depressed February total of 698,413.

Table on Page 48.

Of the March total, 218,012 were imports, highest ever for a February and fourth highest for any month. The import total was up 7.73 percent from 202,373 a year earlier. March was the sixth consecutive month in which registrations of new imports set a record.

However, domestic registrations of 579,943 were off 18.37 percent from 710,428 a year earlier.

For the first three months of 1980, new-car registrations totaled 2,245,673, down 7.56 percent from 2,429,295 last year.

• American Motors and General Motors increased their market shares in March compared with a year ago. AMC boosted its share of registrations 0.55 of a percentage point to 1.87 percent. GM's share was up 0.43 of a point to 45.13 percent.

Ford Motor Co. and Chrysler Corp. lost market ground in March, mainly to the imports, which boosted their share by 5.15 points to 27.32 percent.

Ford Motor Co. fell 3.54 points to 18.23 percent of March registrations, while Chrysler Corp.'s share dipped 2.58 points to 7.42 percent. The share taken by miscellaneous domestic makes dipped 0.01 of a point to 0.03 percent.

Excluding imports, domestic-

Continued on Page 48, Col. 3

TOP CARS

U. S. new-car registrations for the first two months of 1980. Registrations not available for Oklahoma, delayed for Kansas, Maine and Hawaii.

1980 Pos.		Make		1979 Pos.
1—	462,064	Chevrolet	483,145—	1
2—	280,441	Ford	380,063—	2
3—	193,165	Oldsmobile	216,414—	3
4—	167,448	Buick	157,751—	5
5—	154,637	Pontiac	186,667—	4
6—	146,229	Toyota	84,643—	9
7—	127,473	Datsun	82,421—	10
8—	90,792	Mercury	130,058—	6
9—	82,155	Honda	76,510—	12
10—	63,080	Dodge	95,310—	7
11—	60,201	Cadillac	81,843—	11
12—	59,487	Plymouth	86,417—	8
13—	55,623	Volkswagen	72,877—	13
14—	41,488	AMC	28,622—	16
15—	37,435	Chrysler	58,651—	14
16—	37,130	Mazda	25,301—	17
17—	28,108	Subaru	21,210—	18
18—	21,252	Lincoln	38,933—	15
19—	19,201	Fiesta	15,869—	19
20—	18,215	Arrow	——	
21—	18,089	Colt	——	
22—	12,872	Mercedes	11,679—	22
	——	Fiat	11,966—	20
	——	Volvo	11,905—	21
	68,304	Other Imports	70,051	
	784	Misc. Dom.	959	
		Total All Makes		
	2,245,673		2,429,295	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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NEW-CAR MARKET SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., Mar., 1980	Percent Share of Market	Regis., Mar., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 3 mos., 1980	Percent Share of Market	Regis., 3 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	161,032	20.18	177,014	19.39	+ 0.79	462,064	20.57	483,145	19.89	+ 0.68
Ford	106,110	13.30	138,533	15.18	— 1.88	280,441	12.49	380,063	15.65	— 3.16
Oldsmobile	68,648	8.60	78,137	8.56	+ 0.04	193,165	8.60	216,414	8.91	— 0.31
Buick	58,375	7.32	56,696	6.21	+ 1.11	167,448	7.46	157,751	6.49	+ 0.97
Pontiac	54,021	6.77	68,496	7.50	— 0.73	154,637	6.89	186,667	7.68	— 0.79
Mercury	33,272	4.17	47,384	5.19	— 1.02	90,792	4.04	130,058	5.35	— 1.31
Dodge	23,125	2.90	35,902	3.93	— 1.03	63,080	2.81	95,310	3.92	— 1.11
Plymouth	22,223	2.79	35,272	3.87	— 1.08	59,487	2.65	86,417	3.56	— 0.91
Cadillac	18,023	2.26	27,715	3.04	— 0.78	60,201	2.68	81,843	3.37	— 0.69
AMC	14,958	1.87	12,073	1.32	+ 0.55	41,488	1.85	28,622	1.18	+ 0.67
Chrysler	13,843	1.73	20,095	2.20	— 0.47	37,435	1.67	58,651	2.42	— 0.75
Lincoln	6,039	0.76	12,779	1.40	— 0.64	21,252	0.95	38,933	1.60	— 0.65
GENERAL MOTORS	360,099	45.13	408,058	44.70	+ 0.43	1,037,515	46.20	1,125,820	46.34	— 0.14
FORD MOTOR CO.	145,421	18.23	198,696	21.77	— 3.54	392,485	17.48	549,054	22.60	— 5.12
CHRYSLER CORP.	59,191	7.42	91,269	10.00	— 2.58	160,002	7.13	240,378	9.90	— 2.77
AMERICAN MOTORS	14,958	1.87	12,073	1.32	+ 0.55	41,488	1.85	28,622	1.18	+ 0.67
IMPORTS	218,012	27.32	202,373	22.17	+ 5.15	613,399	27.31	484,432	19.94	+ 7.37
MISCELLANEOUS	274	0.03	332	0.04	— 0.01	784	0.03	959	0.04	— 0.01
TOTAL	797,955		912,801			2,245,673		2,429,295		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Kansas and Hawaii.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

MARCH '80 vs. MARCH '79

	1980		1979	
	MARCH	YEAR	MARCH	YEAR
AMX Spirit/AMX	5,382	14,537	3,938	9,152
Concord	4,879	12,957	5,811	13,250
Concord Station Wagon	1,421	4,034	1,406	3,590
Eagle 4 WD	1,207	3,859		
Eagle Station Wagon	1,766	5,071		
Pacer	108	324	260	782
Pacer Station Wagon	195	706	572	1,548
Matador			65	208
Matador Station Wagon			21	92
Total American Motors Corp.	14,958	41,488	12,073	28,622
Chrysler LeBaron	5,547	14,116	7,042	20,487
LeBaron Station Wagon	785	2,086	1,191	3,668
Cordoba	4,492	11,983	4,344	14,991
Newport	1,105	3,613	4,852	11,550
New Yorker	1,914	5,637	2,666	7,955
Total	13,843	37,435	20,095	58,651
Plymouth Horizon	13,331	35,998	18,958	45,003
Voyager			870	2,482
Volare	6,348	17,081	11,392	27,918
Volare Station Wagon	1,358	4,335	3,428	9,095
Fury			596	1,336
Fury Station Wagon			28	83
Gran Fury	1,186	2,073		
Total	22,223	59,487	35,272	86,417
Dodge Omni	11,011	29,277	15,161	37,159
Aspen	4,219	12,942	6,890	18,361
Aspen Station Wagon	917	3,119	2,627	7,069
Sportsman			2,618	7,768
Monaco			496	1,722
Monaco Station Wagon			21	69
Diplomat	2,684	6,391	3,285	10,098
Diplomat Station Wagon	492	1,149	526	1,693
Magnum XE/Mirada	2,474	6,636	1,893	6,581
St. Regis	1,328	3,566	2,355	4,820
Total	23,125	63,080	35,902	95,310
Total Chrysler Corp.	59,191	160,002	91,269	240,378
Ford Pinto	9,832	29,090	13,646	34,033
Pinto Station Wagon	2,806	8,534	5,393	13,680
Fairmont	25,482	61,373	21,720	56,929
Fairmont Station Wagon	7,613	18,088	7,718	20,309
Granada	5,913	19,299	13,039	37,829
Club Wagon			3,598	10,530
LTD II	436	1,547	4,138	12,788
LTD	7,978	23,966	19,401	59,256
LTD Crown Victoria	1,960	4,976		
Ford Station Wagon	2,348	7,179	4,775	14,759
Mustang	22,092	59,427	26,128	67,973
Thunderbird	19,650	46,962	18,977	51,977
Total	106,110	280,441	138,533	380,063
Lincoln Continental	2,513	8,505	6,658	19,882
Continental Mark	3,032	11,125	4,823	15,133
Versailles	494	1,622	1,298	3,918
Total	6,039	21,252	12,779	38,933
Mercury Bobcat	2,257	6,732	3,741	9,050
Bobcat Station Wagon	524	1,522	963	2,446
Zephyr	7,684	19,180	7,125	19,447
Zephyr Station Wagon	1,743	4,247	1,715	4,677
Monarch	2,287	7,619	5,328	14,577
Marquis	1,057	3,539	2,488	6,921
Marquis Brougham	1,035	3,341	2,275	6,282
Grand Marquis	1,773	5,130	2,799	8,354
Marquis Station Wagon	740	2,152	1,289	3,873
Cougar/XR7	8,043	20,715	11,501	33,581
Capri	6,129	16,615	8,160	20,850
Total	33,272	90,792	47,384	130,058
Lincoln-Mercury Division	39,311	112,044	60,163	168,991
Total Ford Motor Co.	145,421	392,485	198,696	549,054
Buick Skyhawk	856	2,683	1,537	3,924
Skylark	14,395	40,084	4,347	12,486
Century	10,344	26,859	2,166	6,427
Regal	15,088	43,876	21,563	58,005
Century Station Wagon	1,415	4,062	2,274	6,282
LeSabre	2,355	6,373	2,698	7,173
LeSabre Limited	4,843	14,675	7,946	22,766
Electra 225	4,699	15,534	7,765	23,234
Buick Station Wagon	1,101	3,014	1,446	4,259
Riviera	3,279	10,288	4,954	13,195
Total	58,375	167,448	56,696	157,751
Cadillac deVille	8,108	28,576	14,702	44,095
Fleetwood & Chassis	2,510	8,323	3,338	9,943
Eldorado	4,139	12,508	5,743	15,540
Seville	3,266	10,794	3,932	12,265
Total	18,023	60,201	27,715	81,843
Chevrolet Chevette	38,481	102,280	31,639	76,490
Camaro	10,324	31,021	20,595	57,271
Monza	12,655	34,054	12,791	31,691
Monza Station Wagon	52	254	2,110	5,448
Citation	32,402	93,061	10,799	34,053
Sportvan			2,821	7,800
Malibu	16,485	46,544	21,521	59,305
Malibu Station Wagon	5,620	15,784	8,541	23,106
Monte Carlo	13,563	41,578	23,205	62,651
Impala	8,754	27,352	13,982	40,314
Caprice	12,938	41,501	16,892	50,595
Chevrolet Station Wagon	6,663	20,032	8,487	24,871
Corvette	3,095	8,603	3,631	9,550
Total	161,032	462,064	177,014	483,145
Oldsmobile Starfire	931	3,096	1,904	4,643
Omega	7,414	18,787	2,058	6,113
Cutlass Salon	15,438	39,537	4,155	11,774
Cutlass Supreme/Calais	20,493	59,535	33,068	91,032
Cutlass Station Wagon	2,463	7,317	3,629	10,452
Delta 88	1,842	5,090	3,196	8,518
Delta 88 Royale	9,488	27,651	15,093	40,465
98	5,644	17,030	7,924	24,350
Oldsmobile Station Wagon	1,818	5,565	2,491	6,893
Toronado	3,117	9,557	4,619	12,174
Total	68,648	193,165	78,137	216,414
Pontiac Sunbird	12,109	28,551	8,360	20,041
Sunbird Station Wagon	9	39	380	1,062
Phoenix	8,102	22,445	3,710	9,845
LeMans	4,853	14,458	7,388	20,469
LeMans Station Wagon	2,159	6,734	3,255	8,025
Catalina	1,328	4,032	2,279	6,643
Bonneville	3,924	12,319	6,926	19,719
Bonneville Brougham	3,291	9,987	3,226	9,616
Pontiac Station Wagon	1,179	3,945	2,120	6,123
Grand Prix	9,303	28,941	15,275	43,169
Firebird	7,764	23,186	15,577	41,955
Total	54,021	154,637	68,496	186,667
Total General Motors	360,099	1,037,515	408,058	1,125,820
(Checker)	243	688	308	880
Miscellaneous Domestic Total	274	784	332	959
Domestic Station Wagon Total	45,187	128,968	76,343	211,752
Domestic Grand Total	579,943	1,632,274	710,428	1,944,863
Import Total	218,012	613,399	202,373	484,432
Grand Total All Registrations	797,955	2,245,673	912,801	2,429,295

Registrations not available for Oklahoma.

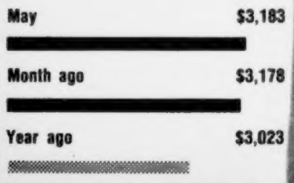
Model breakdown

Auction averages

	May	April	March
1980	$6,050	$6,322	$6,799
1979	4,610	4,940	5,108
1978	3,498	3,441	3,533
1977	2,578	2,642	2,691
1976	2,177	2,052	2,069
1975	1,662	1,737	1,769
1974	1,203	1,234	1,375
1973	1,007	1,037	991
OVERALL AVERAGE	$3,183	$3,102	$3,112

Used car sales

Auction averages



All plants work, but downtime is resuming

Car production rises in short week

For the first time this year all U. S. car assembly plants were operating last week which pushed the holiday-shortened period above the previous week's production.

Planned output for last week's four-day build was 126,739, up 4.83 percent from the 120,895 the previous week but a drop of 29.94 percent from the 180,892 completed in the year-ago week. Last week's production period was shortened by the Memorial Day holiday and all plants had Monday (May 26) off.

Although all plants were operating last week, considerable downtime is scheduled for this week.

Chrysler Corp. will close its Newark (Del.) plant today (June 2) to begin conversion to production of the new K-cars, the Reliant and Aries. The plant, which currently assembles the Volare and Aspen, will resume operations in mid-August. The move will idle 3,500 hourly workers.

The company's Lynch Rd. plant will be down for one week beginning today to balance inventories. That operation will be mothballed at the end of the 1980 model year.

Ford will close its Atlanta, St. Louis, Mahwah and San Jose plants for one week; the Lorain and Louisville plants for two weeks, and Wixom for three weeks beginning today (June 2).

General Motors will also have plants closed this week, but the specific operations affected had not been announced at presstime.

The biggest increase in output last week came from Ford which jumped 27.46 percent to 31,950 from the previous week's 25,066. Although last week was short, the company had six plants down the previous week, accounting for the low build.

General Motors also showed an increase, up 4.35 percent from 71,656 to 74,776 as it resumed operations at six points.

Saturday overtime has been scheduled at two GM plants, Lordstown and Willow Run.

Year-to-date the auto makers have built 2,902,834 cars, off 29.29 percent from the 4,051,137 completed in the comparable 1979 period.

Breakdown for the year through May 31 was: GM, 64.38 percent; Ford 19.99 percent; Chrysler, 9.94 percent; Volkswagen of America, 2.97 percent; American Motors, 2.67 percent, and Checker 0.05 percent.

Truck production increases as Ford, GM reopen plants

U. S. truck production last week jumped above the previous week's level as General Motors and Ford reopened plants.

Although last week's production period was shortened by the Memorial Day holiday, output was up 23.46 percent to 25,700 from the previous week's 20,817 but off 60.95 percent from the 65,821 built in the year-ago week.

GM reopened five plants last week after one to two weeks of downtime, while Ford reopened two.

All GM, Volkswagen of America and Chrysler plants worked last week, but downtime was reported at Ford and American Motors.

Ford will close its Kansas City, Louisville, Lorain and Ohio truck plants for two weeks beginning today (June 2).

In addition, the company said its Norfolk and Twin Cities (St. Paul) plants will remain down until June 16. The plants had been slated to resume operations today and have been closed since May 19.

As previously announced, the Michigan Truck facility in Wayne will be closed until June 16.

AMC's Jeep plant in Toledo was closed last week but will reopen today. The plant has been down four weeks.

Chrysler will call back about 1,150 hourly workers and 100 salaried employes at its Warren truck plant as it adds a second shift and increases the daily rate. The daily rate will be increased from 424 to 640 units a day beginning today.

Chrysler said this is the second phase of shifting truck production to Warren truck from the Jefferson Ave. plant which is currently undergoing a $100-million conversion from trucks to production of the new Reliant and Aries.

Freightliner has laid off 124 workers at its parts facility in Portland, Ore., "to achieve better balance between parts manufacturing and truck building schedules."

The company will also close its U. S. assembly and parts plants for two weeks beginning June 9 to balance inventories.

Mack Truck has laid off 380 workers at its Hayward (Calif.) plant because of declining sales of its heavy diesel truck tractors.

Production at the company's Allentown, Macungie and Hagerstown plants will be cut from 136 diesel units a day to 92 beginning today. Production at Hayward will drop from 22 to 14.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 31, 1980	Same Week 1979	Week Ended May 24, 1980	May Estimate	Jan. 1, to June 2, 1979	Jan. 1, to May 31, 1980
CHEVROLET	6,616	21,113	3,076	26,323	526,619	231,047
DODGE/PLYMOUTH	3,100	6,537	3,524	15,615	213,943	65,026
FORD	7,385	23,116	6,741	33,182	600,468	266,312
GMC	4,349	7,109	2,350	15,156	157,296	75,783
INTERNATIONAL	1,988	2,584	2,774	11,258	64,936	14,075
MACK	450	748	418	1,982	16,309	11,658
WHITE	128	204	158	653	5,747	3,351
JEEP	....	3,300*	....	672*	78,988	35,833*
AM CORP.	284*	360*	284*	1,250*	9,982	3,854*
VOLKSWAGEN	500	....	592	2,527	....	12,162
MISCELLANEOUS	900	750	900	3,960	18,730	18,660
Total Trucks, U. S.	25,700	65,821	20,817	112,578	1,693,018	737,761

CANADIAN TRUCK PRODUCTION

	Week Ended May 31, 1980	Same Week 1979	Week Ended May 24, 1980	May Estimate	Jan. 1, to June 2, 1979	Jan. 1, to May 31, 1980
CHRYSLER CORP.	1,040	1,793	843	4,422	34,582	17,302
FORD MOTOR	3,912	7,296	3,182	16,411	124,549	84,357
GENERAL MOTORS	726	7,304	4,689	18,724	136,794	117,568
AMERICAN MOTORS	856	1,219	714	2,464	27,782	11,841
INTERNATIONAL	440	479	354	1,859	9,477	5,313
MACK	40	96	33	174	1,602	1,130
WHITE	65	98	65	288	1,795	1,381
Total Trucks, Canada	7,079	18,285	9,880	44,342	336,581	239,892
N. American Trucks	32,779	84,106	30,697	156,920	2,029,599	977,653

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended May 31, 1980	Same Week 1979	Week Ended May 24, 1980	May Estimate	Jan. 1, to June 2, 1979	Jan. 1, to May 31, 1980
AMERICAN MOTORS	2,978*	4,500*	2,978*	10,126	55,978	77,453
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	13,450	21,746	16,924	69,597	420,547	288,513
Plymouth Total	6,400	9,116	7,765	31,602	168,780	132,485
Horizon	2,700	2,853	3,340	14,060	73,750	68,978
Volare	2,700	5,959	3,322	13,047	91,419	49,439
'80 Gran Fury	600	....	742	2,831	....	10,731
Caravelle	400	304	361	1,664	3,611	3,337
Chrysler Total	1,800	4,872	2,493	9,801	87,649	37,635
Chrysler	300	2,014	487	1,726	37,834	8,858
LeBaron	1,500	2,858	2,006	8,075	49,815	28,777
Dodge Total	5,250	7,758	6,666	28,194	164,118	118,393
Omni	2,200	2,587	2,708	11,576	65,829	60,673
St. Regis	400	641	402	2,249	13,802	8,561
Diplomat	750	847	1,168	4,658	23,593	13,674
Aspen	1,900	3,683	2,388	9,711	60,894	35,485
FORD MOTOR	31,950	47,116	25,066	106,820	1,068,525	580,343
Ford Division	23,930	31,480	19,439	79,759	675,047	423,915
Pinto	2,928	3,715	3,334	10,935	80,951	44,860
Mustang II/Mustang	4,386	7,042	5,998	21,086	169,216	115,844
Fairmont	5,073	4,963	6,933	27,822	81,006	122,356
Granada	2,721	3,496	3,174	9,126	74,409	35,410
LTD II	....	794	....	....	20,374	....
Thunderbird	5,878	6,419	....	5,878	151,091	64,195
Ford	2,944	5,051	....	4,912	98,000	41,250
L-M Division	8,020	16,636	5,627	27,061	393,478	156,428
Mercury Total	6,969	12,486	5,627	24,309	300,296	140,532
Bobcat	272	1,117	639	1,855	21,717	9,187
Capri	1,695	2,170	1,698	6,846	50,036	34,019
Zephyr	1,871	1,627	1,664	8,441	30,998	39,733
Monarch	1,119	1,437	1,626	3,896	38,621	11,689
Cougar/XR7	988	3,512	....	988	94,532	21,966
Mercury	1,024	2,523	....	2,283	64,392	23,938
Lincoln Total	1,051	3,150	....	2,752	93,182	15,896
Lincoln	495	1,595	....	1,079	46,499	5,905
Versailles	....	119	....	418	8,690	1,861
Mark VI	556	1,436	....	1,255	37,993	8,130
GENERAL MOTORS	74,776	104,053	71,656	322,603	2,488,951	1,868,899
Buick Division	14,670	15,530	16,545	66,845	370,837	371,805
Skyhawk	....	397	....	....	10,669	....
Skylark/'79-'80	3,833	2,548	4,079	19,004	28,163	99,537
Century	3,248	1,102	3,856	17,162	24,469	81,634
Regal	3,888	5,388	5,062	19,297	129,063	96,937
Buick	2,777	4,821	3,548	7,715	146,927	71,695
Riviera	924	1,274	....	3,667	31,546	22,002
Cadillac Division	3,079	6,928	1,854	11,814	194,971	95,838
Seville	342	829	....	1,863	24,998	17,067
Cadillac	1,719	4,557	1,854	6,378	129,372	54,261
Eldorado	1,018	1,542	....	3,573	40,601	24,510
Chevrolet Division	29,130	43,661	30,688	142,353	1,049,262	781,712
Chevette	6,940	8,627	8,837	37,985	168,528	195,551
Monza	4,000	2,743	4,084	17,485	67,161	73,526
Camaro	2,130	5,627	2,759	10,118	133,031	58,503
Nova/Citation	7,300	6,517	10,417	41,746	89,318	206,169
Malibu	5,020	7,043	2,842	21,151	189,078	118,370
Monte Carlo	1,180	3,328	950	5,293	122,154	51,380
Chevrolet	1,920	8,986	....	5,222	259,143	58,679
Corvette	640	790	799	3,353	20,849	19,534
Oldsmobile Division	15,922	22,696	13,556	59,859	514,455	360,213
Starfire	....	354	....	....	9,200	....
Omega/'79-'80	2,184	1,024	2,181	10,480	13,803	52,932
Cutlass	8,238	11,316	5,299	33,241	251,673	175,711
Oldsmobile	4,840	8,874	6,076	13,472	209,036	112,744
Toronado	660	1,128	....	2,666	30,743	18,826
Pontiac Division	11,975	15,238	9,013	41,732	359,426	259,331
Acadian†	645	377	659	3,057	9,050	11,907
Sunbird	3,123	1,838	3,146	13,446	43,656	65,709
Phoenix/'79-'80	2,190	1,724	2,811	12,792	25,556	59,683
Firebird	1,136	4,231	1,245	4,766	99,750	38,893
LeMans	1,769	1,710	672	3,948	46,370	25,096
Grand Prix	1,396	2,116	....	1,396	47,697	25,364
Pontiac	1,716	3,242	480	2,327	87,347	32,679
VOLKSWAGEN	3,500	3,382	4,183	17,872	69,162	86,204
CHECKER	85	95	88	346	1,974	1,422
Total Cars, N. S.	126,739	180,892	120,895	527,364	4,105,137	2,902,834

CANADIAN CAR PRODUCTION

	Week Ended May 31, 1980	Same Week 1979	Week Ended May 24, 1980	May Estimate	Jan. 1, to June 2, 1979	Jan. 1, to May 31, 1980
CHRYSLER CORP.	1,728	3,446	....	4,876	61,996	27,877
FORD MOTOR	6,889	8,499	5,679	27,983	149,260	112,863
GENERAL MOTORS	4,608	13,209	9,819	41,680	270,649	231,872
VOLVO	225	180	180	945	3,848	4,780
Total Cars, Canada	13,450	25,334	15,678	75,484	485,753	377,392
N. American Cars	140,189	206,226	136,573	602,848	4,590,890	3,280,226
N. American Trucks	32,779	84,106	30,697	156,920	2,029,599	977,653
North American Cars and Trucks	172,968	290,332	167,270	759,768	6,620,489	4,257,879

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Canadian cars drop for week; trucks off, too

Canadian car and truck production continued to fall last week as output declined from both year-ago and week-ago figures.

Planned auto production last week was 13,450, down 14.21 percent from the 15,678 built the previous week and 46.91 percent from the 25,334 assembled the week ended June 2, 1979.

Truck output slated for last week was 7,079, down 28.35 percent from the 9,880 built the previous week and 61.29 percent from the 18,285 completed in the year-ago week.

American Motors' Jeep plant in Brampton will close today (June 2) for conversion to cars. The plant will resume operations in mid-October.

General Motors' Oshawa car and truck plant was scheduled to reopen today after one week's downtime. The Scarborough van plant remains down for another two weeks.

Year-to-date car production was 377,392, down 22.31 percent from the 485,753 assembled the week ended June 2, 1979.

So far this year, the truck makers have completed 239,892 vehicles, down 28.73 percent from the 336,581 built in the year-ago period.

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States woo Nissan as firm hunts U.S. plant site

By Robert W. Irvin
Editor-at-Large

TOKYO.—Ohio is apparently among only three or four states still in the running for the plant Nissan Motor Co. will construct to build Datsun pickup trucks in the U. S.

That was the indication the other day from Nissan officials who said they will decide on the site for the plant in late July.

Michigan is not in the running because it is the home base for the U. S. auto industry and its union. Under these circumstances, Nissan officials don't think it would be appropriate to locate there.

Nissan officials have also been offered but are ruling out the Ford car assembly plant in Mahwah, N. J., and the Chrysler truck plant in St. Louis. Both factories have been ordered permanently closed.

Nissan officials do not want to modify an existing building, such as Volkswagen elected to do when it selected facilities in New Stanton, Pa., and Sterling Heights, Mich., for its assembly plants.

Instead, Nissan is looking for a vacant 500-acre site it could use to build a plant from scratch. Asked what kind of location they would like, Nissan officials pointed to Honda, another Japanese firm which has a motorcycle plant in Marysville, O., and is going to expand it to build cars.

The Nissan officials see a lot of merit in locating not in an urban area but in a small town, where the plant could soon become an important part of the community.

Nissan wants a large site so it will have the option of expanding the plant so it can be used to make vans, four wheel drive utility vehicles or even cars.

Everyone, it seems, has just the place to build Datsuns. The firm has been wooed by people from most of the states. The Nissan officials have said they are interested in either the Southeast or the Midwest.

They would prefer a location where the small Japanese pickup trucks are popular and also a site in an area where there are many automotive supplier firms.

While such trucks are popular on the West Coast—as are import cars—this area is ruled out because it is not a center for automotive suppliers. That is why the Midwest has to be a prime location.

Not surprisingly, the Great Lakes region has been actively pursuing Nissan.

Mitsuya Goto, deputy general manager for the international division of Nissan, said of all the

Continued on Page 46, Col. 1

Move over, Mustang!

Jim Piegue

Sporty Ford subcompacts due in mid-1981

Ford Motor will field Ford and Mercury versions of this new subcompact coupe as midyear additions to the Escort and Lynx lines, which debut this fall. The front-drive coupes, which sources say will be called the Ford EXP and Mercury LN-7, will be offered in the regular notched hatchback version shown here, as well as a glass hatchback model.

GM rules out option for 1982

New hassle on air bags

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors' decision not to offer air bags as an option on its full-size 1982 models drew strong and immediate criticism from air-bag proponents.

GM will meet the passive-restraint standard with automatic belts for front-seat protection. There will be no full-width bench seats on its 1982 big cars since there must be a channel between the seats for the retractors. This means no three-passenger front seats.

The passive-restraint standard begins its three-year phase-in on '82 models on cars with a wheelbase of 114 inches or more.

GM said it will offer the air-bag option for some '83 models, but it was not specific on whether these would be full-size, mid-size or both.

The phone call on the decision from GM President Elliott M. Estes to Deputy Transportation Secretary William Beckham followed a GM board meeting and was based on future product development—the '82 large models will last only a year before downsizing.

The '83 models — large and mid-size—will, of course, have automatic belts to meet the requirements of Standard 208, with air bags optional on some.

The postponement of the air-bag option by GM immediately created great disappointment in public interest circles and especially from NHTSA Chief Joan Claybrook.

She said GM was "abandoning its technological leadership" and noted that the first company likely to offer air bags in the U. S. market was Mercedes-Benz which will make them standard equipment on all the '82 models it will offer for sale in the U. S.

Claybrook even suggested that Mercedes might be followed by other German and Japanese companies "who are already out-competing our U. S. companies in offering products the public needs and desires."

But Mercedes, with its total U. S. sales of 50,000 to 60,000 cars, and the still-current Ford plan to offer the air bag as an option on its "luxury" '82½ models will be peanuts in the total market.

Safety experts were counting on GM's millions to offer a comparison between fleets of cars with passive belts and those with air-cushion restraints.

• Besides, although Ford had a limited program of passenger front-seat air bags for fleet testing, GM was always the leader because it actually put air bags on production cars although it sold only 10,000 of them in 1974 models. In 1977, GM said it would need four to six years leadtime to tool cars economically for air bags.

GM and others had committed themselves to former DOT Secretary William T. Coleman's program for fleet testing, and when that action was overturned by former Secretary Brock Adams (Coleman's successor) on grounds that it was illegal (making public acceptance the criterion rather than safety needs), GM said it would offer optional air bags on '81 full-size cars—a year before the mandate for some kind of passive protection.

But in 1979, GM expressed concern about possible problems with the out-of-position child and then decided it had solved those problems and would offer the air-bag option on '82 models.

Claybrook said: "We wonder how much longer GM will continue to hold air bags hostage, particularly in view of the findings of its own market research showing consumer interest in purchasing air bags costing up to $360." (This reference was to documents released by Rep. John L. Burton, California Democrat).

"By limiting consumer choice," Claybrook continued, "its action thwarts the American government's program to ensure that the American public will have safer cars even as fuel-economy demands cause us to use smaller and lighter cars—cars that have

Continued on Page 41, Col. 1

breaking news

Japanese jackpot

TOKYO. — Japanese auto production established a record in April, cracking the previous high attained only one month earlier. Including knockdown export units, the total was 1,001,323—the first time the Japanese have topped a million in one month.

German sales dip

BONN, West Germany. — A slump in the German car market has seen Opel sales in the first four months drop to 162,000 from over 200,000 a year ago. German-built Fords fell to 97,000 from 128,000 and Volkswagen-Audi declined 7.2 percent to 309,000. Mercedes-Benz, still trying to catch up with orders, rose fractionally to 89,300.

Conflict on R&T

WASHINGTON. — A conflict between two House committees on auto research and technology is expected to be

See BREAKING NEWS, Page 47, Col. 1

From GM on Sept. 25 to Ford on Oct. 17

'81-model debuts to be spread out

By Joseph Bohn
Marketing Editor

New-model introductions for the domestic auto makers this fall will run from late September to mid-October.

Ford Motor Co. has "tentatively" set back its public introductions to Oct. 17, according to a spokesman. Slow sales and the desire to give dealers extra time to clear out the anticipated backlog of '80s is the main reason.

Ford stands to save itself millions of dollars on carryover allowance by giving its dealers extra time to clear out '80s. Additionally, a small carryover stock is considered important to getting a quick, smooth launch for new models like Escort and Lynx and Monarch and Cougar.

Chrysler Corp. is still looking at an Oct. 12 introduction for its '81s, including Aries and Reliant. Chrysler has been paring production schedules to get the lowest carryover level since the 1960s. Like Ford, it needs a thin carryover to help get its new models, off to a fast start.

General Motors is going with a Sept. 25 introduction. GM has no major new product introductions this fall. Its J-cars won't be out until spring.

American Motors is still undecided about an introduction date. The company had wanted to introduce early, but rising inventories are forcing it to reconsider.

All public introductions are still fluid and depend to some degree on how sales unfold in the coming weeks.

Even at Datsun, one insider observed that no date had been nailed down.

"We could go as early as Sept. 1 or as late as Oct. 10," depending on the sales and inventory situation, he said.

Datsun has experienced some buildup of 280-ZX sports-car models, but has shrugged off a good deal of the recessionary effects so far.

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Service Index climbs after reaching bottom

By Francis J. Gawronski
Service Editor

After skidding to its lowest level in the history of the Automotive News Service Index in March, service and parts business in new-car dealerships bounced back in April to top the volume recorded in the same month the year before for only the second time in 1980.

According to the Service Index, service and parts business in April amounted to 101.8 percent of the volume done in April, 1979. April's showing was the best of the year. In March, service and parts business dipped to 86.9 percent of the year-earlier volume.

Four of the five indicators used in the Service Index recorded gains in April. Repair orders written failed to show a gain, slipping 3.2 percent.

The indicator showing the biggest gain in April was gross profit on all labor, parts and accessory sales, the most important indicator from the dealers' point of view. Profit in April was up 7.3 percent. In March, it was down 10.3 percent.

Total labor sales — customer-paid and warranty—were up 3.9 percent from the year-ago figure, while April's shop parts sales (those used in the dealer's shop on customer-paid and warranty jobs) climbed 1.5 percent.

April sales of all parts and accessories increased slightly—0.5 percent—over the volume recorded in the same month of 1979.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the first four months of 1980, shop business amounted to 95.4 percent of the business done in the same period a year ago.

The leading indicator for the period was labor sales, up 1.8 percent, while gross profit remained the same as the year-ago figure.

Repair orders written were down 13.3 percent, while sales of all parts and accessories declined 2.8 percent for the period. Shop parts sales dipped 2.2 percent.

SERVICE INDEX
101.8

	April, '80 vs. April, '79	4 mos., '80 vs. 4 mos., '79
Gross Profit on All Labor and P&A Sales	+ 7.3%	——
Repair Orders Written	— 3.2%	—13.3%
Total Labor Sales (Customer & Warranty)	+ 3.9%	+ 1.8%
Shop Parts Sales (Customer & Warranty)	+ 1.5%	— 2.2%
Sales of All P&A	+ 0.5%	— 2.8%

*—Survey by Automotive News shows that dealers' service and parts business in April, 1980, was 101.8 percent of business in April, 1979. Service business in the four months of 1980 was 95.4 percent of business in the corresponding period in 1979.

Imports join U. S. makes in May sales dip of 33 pct.

By Jenny L. King
Staff Writer

The U. S. new-car market skid accelerated in May with both the domestic and import auto makers reporting substantial sales drops. The domestic industry was operating at the sales level of some 20 years ago, with a daily selling rate of only 19,170 for the 26 days of May, compared with a healthier 30,654 a year ago.

Combined new-car sales totaled 695,606 in May, down 33.86 percent from the 1,051,782 reported in 1979, and less than that year's domestic figure alone. The 1980 domestic total was 498,425, down 37.46 percent from 797,008, and was the worst May total since the 398,707 reported in 1958. During the last major recession, 1974-75, May sales were 766,443 and 602,789, respectively.

Tables on Page 44.

The 1979-80 recession, which has been tormenting the domestic car makers for the last 15 months, finally reached the import market in force in May. Sales of new imports dropped to 197,181, down 22.61 percent from 254,774 a year earlier. Import sales have been down the past three months, but not to this extent.

Despite the decline, import penetration continued to shatter records. The 28.35-percent share of U. S. new-car sales taken by imports was the highest for any month ever. In May last year, imports accounted for 24.22 percent.

- Among imports, the only leading nameplate which boosted sales from a year earlier was Honda. Other makes which experienced increases were Renault, Alfa Romeo and Lancia. A new entry, Rover, joined the import ranks in May.

For the first five months of 1980, import sales totaled 1,059,877, up 0.88 percent from 1,050,636 last year. Import penetration in the first five months was 26.85 percent, compared with 21.91 percent last year.

Domestic year-to-date sales through May 31 were 22.88 percent behind 1979. The combined year-to-date total (U. S. and import) was 3,948,132, down 17.68 percent from 4,795,915 a year ago.

All of the five major domestic auto makers were down in May, traditionally a strong month for both domestic and import sales. General Motors sales dropped 34.01 percent, to 310,074 from 469,906 last year. Ford sales plunged 41.92 percent, to 116,548 from 200,679. Chrysler reported a sales drop of 51.28 percent, to 45,594 from 93,579.

Even Volkswagen of America and American Motors, which had been riding out the storm successfully this year, reported sales declines in May. VWoA Rabbit sales dropped 10.56 percent, to 14,406 from 16,106 last year, and AMC sales dropped 29.48 percent, to 11,803 from 16,738.

General Motors sales accounted for 62.21 percent of the domestic market, up from 58.96 percent a year ago. Ford earned 23.38 percent, down from 25.18 percent. Chrysler cornered 9.15 percent, down from 11.74 percent but up slightly from its 8.78 percent of the April, 1980, market. VWoA earned 2.89 percent, up 2.02 percent last year, and AMC climbed to 2.37 percent from 2.10 percent in 1979.

- All of the U. S. makes reported sales declines in May, ranging from Buick's 8.53-percent drop to Chrysler's 55.43-percent plunge.

Chrysler's other makes, Dodge and Plymouth, were down 50,55 percent and 49.25 percent, respectively, from last year.

Ford sales were off 39.25 percent; Mercury was down 50.07 percent, and Lincoln slipped 41.21 percent.

Buick has managed to sell at near-1979 levels this year; its sales were off only 8.53 percent for May and 6.08 percent for all of 1980. Cadillac sales dropped 33.64 percent in May from a year ago; Oldsmobile was down 33.77 percent, Chevrolet dropped 35.23 percent, and Pontiac was down 49.77 percent.

Third-period domestic sales were down 37.77 percent, to 201,384 from 323,612 last year. The

Continued on Page 44, Col. 4

Model breakdown

Auction averages

	June To Date	May	April
1980	$5,065	$6,050	$6,322
1979	4,666	4,610	4,940
1978	3,324	3,498	3,441
1977	2,771	2,578	2,642
1976	2,160	2,177	2,052
1975	1,788	1,662	1,737
1974	1,171	1,203	1,234
1973	1,072	1,007	1,037
OVERALL AVERAGE	$3,207	$3,183	$3,102

IMPORTED CAR SALES

	May, 1980	Same month, 1979	Five months, 1980	Same period, 1979
Alfa Romeo	367	364	1,396	1,669
Arrow	4,182	6,673	31,578	42,228
Audi	2,799	3,187	18,021	18,111
BMW	2,469	3,224	14,765	14,224
Challenger	956	1,464	6,490	7,090
Colt	3,783	9,266	29,204	30,596
Datsun	45,961	51,589	242,090	201,665
Fiat	3,026	6,167	19,805	26,188
Fiesta	4,740	8,609	31,703	33,666
Honda	37,430	34,642	159,071	162,764
Jaguar	204	372	1,154	1,867
Lancia	202	108	1,064	732
Mazda	12,758	17,751	61,003	63,333
Mercedes-Benz	3,510	5,067	20,004	22,033
MG	861	3,707	4,265	11,438
Opel	....	2,295	....	8,608
Peugeot	1,014	1,405	5,525	5,537
Porsche	703	1,435	4,678	5,977
Renault	2,092	1,195	10,509	7,343
Rover	30	0	33	0
Saab	824	1,259	5,641	6,621
Sapporo	855	1,555	5,107	6,154
Subaru	11,158	13,777	59,654	56,767
Toyota	45,468	58,291	263,390	212,160
Triumph	947	1,511	4,164	5,247
Volkswagen	7,105	14,842	36,119	73,763
Volvo	3,737	5,019	23,444	24,855
TOTAL	197,181	254,774	1,059,877	1,050,636

DOMESTIC CAR SALES

	May 21 to May 31, 1980	Same Period, 1979	May, 1980	Same Month, 1979	Jan. 1 to May 31, 1980	Same Period, 1979
Spirit	....	....	4,564	5,284	24,352	19,490
Concord	....	....	5,464	10,600	29,443	36,985
Pacer	....	....	262	854	1,381	3,763
Eagle	....	....	1,513	....	12,610	....
AMERICAN MOTORS*	5,400†	5,200†	11,803	16,738	67,786	60,238
Horizon	3,058	6,254	7,776	13,642	59,884	80,308
Volare	2,890	6,898	7,171	18,213	37,513	75,173
Voyager	....	375	....	887	....	4,318
Fury	....	102	....	290	....	2,037
Plymouth	856	....	1,818	....	7,125	....
Total Plymouth	6,804	13,629	16,765	33,032	104,522	161,836
LeBaron	1,859	4,301	4,357	11,073	28,864	42,422
Cordoba	1,323	1,626	3,265	3,848	20,539	21,303
Chrysler	1,145	3,263	2,513	7,821	14,709	39,473
Total Chrysler	4,327	9,190	10,135	22,742	64,112	103,198
Omni	2,757	5,254	6,613	11,977	49,057	66,998
Aspen	2,338	4,032	5,597	11,995	27,769	50,627
Sportsman	....	1,350	....	3,203	....	14,097
Diplomat	1,099	1,780	2,644	5,180	14,710	19,553
Monaco	....	99	....	259	....	1,932
Mirada/Magnum	823	758	1,973	1,875	12,747	9,513
Dodge	884	1,289	1,867	3,316	8,884	12,747
Total Dodge	7,901	14,562	18,694	37,805	113,167	175,467
CHRYSLER CORP.	19,032	37,381	45,594	93,579	281,801	440,501
Pinto	6,240	7,392	13,912	19,552	65,858	94,943
Mustang	8,284	12,525	21,041	31,681	107,704	139,252
Fairmont	9,421	13,256	24,223	32,843	140,131	146,836
Club Wagon	....	1,515	....	3,702	....	19,852
Granada	2,573	5,643	6,261	14,867	31,568	67,674
LTD II	131	920	360	2,358	2,076	17,603
Thunderbird	3,167	5,145	7,822	13,743	67,979	84,381
Ford	5,162	9,621	13,363	24,431	65,795	120,266
Ford Division	34,978	56,017	86,982	143,177	481,111	690,807
Bobcat	1,012	1,624	2,352	4,225	13,705	22,178
Zephyr	2,276	3,907	6,053	9,946	39,992	45,468
Monarch	1,043	2,363	2,457	6,140	11,928	27,715
Cougar	....	68	....	185	....	2,854
XR-7	1,273	4,075	3,148	9,904	27,711	52,792
Capri	2,262	3,794	5,665	9,641	29,313	43,547
Mercury	1,719	3,045	4,205	7,790	23,636	42,264
Total Mercury	9,585	18,876	23,880	47,831	146,285	236,818
Versailles	196	409	437	1,064	2,542	6,204
Lincoln	1,089	1,925	2,559	5,032	12,983	32,533
Mark VI	1,145	1,331	2,690	3,575	15,695	23,536
Total Lincoln	2,430	3,665	5,686	9,671	31,220	62,273
L-M Division	12,015	22,541	29,566	57,502	177,505	299,091
FORD MOTOR	46,993	78,558	116,548	200,679	658,616	989,898
Skyhawk	192	927	503	2,042	3,957	8,546
Skylark	5,848	4,410	14,464	9,376	75,942	35,742
Century	5,149	2,088	12,291	4,540	60,670	23,229
Regal	6,133	10,405	14,306	23,299	77,185	114,239
LeSabre	2,971	4,169	6,535	10,567	38,779	60,680
Electra	1,781	2,264	4,420	6,182	24,190	38,446
Riviera	1,388	2,539	3,030	4,727	16,626	27,134
Buick Division	23,462	26,802	55,551	60,733	297,349	308,016
Seville	908	1,261	2,670	3,159	16,093	19,464
Cadillac	3,664	6,208	9,849	15,723	55,078	90,602
Eldorado	1,442	2,260	3,929	5,905	21,102	31,365
Cadillac Division	6,014	9,729	16,448	24,787	92,273	141,431
Chevette	10,803	18,599	26,604	42,538	175,783	167,731
Monza	5,083	6,380	11,898	14,778	63,658	71,465
Citation/Nova	12,368	14,057	31,689	34,088	171,264	99,432
Sportvan	....	1,349	....	2,797	....	14,640
Camaro	4,073	9,108	10,409	21,248	53,708	106,768
Malibu	8,603	13,463	20,783	31,550	114,064	156,924
Monte Carlo	4,917	9,377	11,717	21,398	68,701	114,609
Chevrolet	8,454	16,791	18,667	36,300	129,232	204,434
Corvette	1,136	1,423	2,938	3,291	15,732	16,567
Chevrolet Division	55,437	90,547	134,705	207,988	792,142	952,570
Starfire	142	814	389	2,147	4,255	9,333
Omega	2,533	2,033	6,959	5,391	37,854	16,351
Cutlass	5,688	3,607	15,435	9,525	90,463	42,264
Supreme	7,456	16,057	19,395	40,899	108,274	180,244
Olds 88	4,397	8,363	11,419	22,031	65,879	109,946
Olds 98	1,951	2,747	4,919	7,515	29,157	42,226
Toronado	1,125	1,661	2,609	4,779	15,952	25,158
Oldsmobile Division	23,292	35,282	61,125	92,287	351,834	425,522
Sunbird	2,988	4,257	7,709	10,020	56,256	42,981
Phoenix	2,238	4,302	6,796	11,421	41,942	29,858
Firebird	2,826	7,165	7,613	17,662	39,545	81,904
LeMans	1,913	4,581	5,457	12,519	34,602	53,196
Grand Prix	2,582	6,470	6,915	16,443	45,980	74,862
Pontiac	2,829	5,919	7,755	16,046	48,015	73,905
Pontiac Division	15,376	32,694	42,245	84,111	266,340	356,706
GENERAL MOTORS	123,581	195,054	310,074	469,906	1,799,938	2,184,245
VOLKSWAGEN	6,378	7,419	14,406	16,106	80,114	70,397
DOMESTIC TOTALS	201,384	323,612	498,425	797,008	2,888,255	3,745,279
IMPORT TOTAL	....	....	197,181	254,774	1,059,877	1,050,636
INDUSTRY TOTALS	....	....	695,606	1,051,782	3,948,132	4,795,915

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Imports join in sales decline

Continued from Page 8

May 21-31, 1980, daily selling rate was 22,376, compared with 35,957 a year ago.

In the overall market class breakdown for May, imports accounted for 28.35 percent, U. S. subcompacts were 13.91 percent, U. S. compacts were 22.27 percent, intermediates were 19.92 percent, standard-size were 11.14 percent and luxury models were 4.41 percent of the May total.

The domestic-only picture revealed subcompacts at 19.41 percent of the May market, compacts at 31.08 percent, intermediates at 27.80 percent, standards at 15.55 percent and luxury at 6.16 percent.

Top-selling U. S. nameplates in May were: Chevrolet Citation, 31,689; Chevrolet Chevette, 26,604; Ford Fairmont, 24,223; Ford Mustang, 21,041, and Chevrolet Malibu, 20,783. There were no full-size cars among the top five, which listed one intermediate, three compacts and one subcompact.

Top five for May, 1979, were: Chevette, Cutlass Supreme, full-size Chevrolet, Citation and Fairmont.

Domestic makers schedule 1,552,197 cars

Third quarter output to dip 6 pct.

Scheduled domestic auto production for the third quarter of 1980 is 1,552,197 units, slipping 6.04 percent from the 1,651,965 cars assembled by U. S. makers during the third-quarter of 1979.

Among the large companies, Ford Motor will experience the largest drop for the period. The third-quarter target for Ford is 276,000 units, down 35.34 percent from the 426,852 assembled by the Number Two auto maker in the third quarter last year.

Chrysler Corp. won't fare much better. The company's third-quarter target of 140,000 units is a 23.52 percent plunge from the 183,064 built during the comparable period last year.

American Motors' goal is 45,000 cars for the period, down 12.13 percent from 51,214 last year. General Motors expects to build 1,035,000 for the third quarter, up 8.95 percent from last year, and Volkswagen of America expects a 39.96 percent boost for the period—55,447 cars for the third quarter in 1980, versus 39,610 last year.

During June, makers expect to build 573,365 cars, skidding 30.64 percent from the 826,678 built during June, 1979. With the exception of Volkswagen (up 33.58 percent), all of the makers are anticipating huge declines for June.

May total production was the worst for that month in over 20 years. The makers built 527,346 units, plummeting 78.33 percent from the 940,448 assembled during May last year.

This week, with 12 plants closed, U. S. auto makers scheduled output of 125,272 units, down 2.35 percent from the 128,297 assembled during the previous holiday-shortened week, when all plants were working. The weekly target was down 37.38 percent from the 200,080 built during the equivalent week last year.

General Motors was the only company to schedule overtime last week. Working Saturday were GM Tarrytown and (N. Y.) and Oklahoma City, sources of GM's hot-selling X-cars.

Ford had seven plants down last week for inventory adjustment — Atlanta, Louisville, St. Louis, Lorain, Mahwah, San Jose and Wixom. Atlanta, Mahwah, St. Louis and San Jose reopened today (June 9). Louisville and Lorain will be back to work June 16 and Wixom will resume operations June 30.

Chrysler Corp. closed its Lynch Road assembly plant last week for one week for inventory adjustment. The company's Newark (Del.) and Jefferson Ave. plants remain down for conversion to K-car production. They will open in August.

General Motors closed its Pontiac home plant and its Fairfax plants last week. Pontiac was to reopen today (June 9) while Fairfax is scheduled to resume operations on June 16. In addition, GM announced that its Doraville plant would close for one week, beginning today (June 9).

An American Motors spokesman said the company's Kenosha plant would be open this week.

The breakdown for last week's production was: GM, 69.78 percent; Ford, 16.18; Chrysler, 8.10; Volkswagen, 3.49; AMC, 2.38, and Checker Motors, .07.

Truck build falls as Ford closes 7 assembly plants

U. S. truck production dipped 13.13 percent last week, a drop caused largely by Ford Motor, whose production was slashed in half by plant closings.

The truck makers scheduled output of 21,906 units last week, down from the 25,217 built during the previous week's holiday-shortened period and 69.23 percent below the 71,202 assemblies of the equivalent 1979 week.

Ford had seven plants closed last week — Lorain and Ohio (van), Kansas City, Louisville, Michigan, Norfolk and Twin Cities. Those plants will reopen June 16.

This week, Ford Motor will have nine truck plants closed. San Jose and Kentucky will join the downtime list today (June 9). Kentucky will reopen with the other plants on June 16, while San Jose will remain closed until June 23.

Meanwhile, American Motors reopened its Toledo Jeep plant last week following a month of downtime.

General Motors closed its St. Louis truck plant last week for two weeks. In addition, the company's Janesville truck and Lordstown van plants will close for one week beginning today (June 9). All three plants are due to reopen June 16.

General Motors has shuffled its production schedule at the Pontiac home plant, cutting total output 11 percent. Beginning today (June 9), the plant will build 528 vehicles per day, down from 592 per day. Heavy-duty and medium and one-ton cab/chassis output has been cut, while P-model, school bus and steel-tilt output has been increased slightly.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHEVROLET	5,665	20,569	6,986	31,259	550,869	237,082
DODGE/PLYMOUTH	2,600	7,871	2,965	15,478	222,200	67,491
FORD	3,107	28,476	7,409	33,146	630,041	269,443
GMC	3,712	8,849	3,928	14,655	166,592	79,074
INTERNATIONAL	1,988	3,107	1,869	11,139	68,172	15,944
MACK	450	760	408	1,915	17,217	12,066
WHITE	175	248	136	641	5,993	3,534
JEEP	2,500			2,530	78,246*	38,333
AM CORP.	284	472*	284	604	11,066*	4,138
VOLKSWAGEN	625		512	2,540		12,799
MISCELLANEOUS	800	850	720	3,780	19,670	19,280
Total Trucks, U. S.	21,906	71,202	25,217	117,687	1,770,066	759,184

CANADIAN TRUCK PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHRYSLER CORP.	728	2,087	1,070	4,459	36,375	18,060
FORD MOTOR	4,296	6,040	3,680	16,411	132,327	88,421
GENERAL MOTORS	4,362	5,862	1,044	18,836	143,316	122,248
AMERICAN MOTORS		1,216	659	2,446	29,261	11,644
INTERNATIONAL	440	449	440	1,859	9,956	6,753
MACK	40	101	29	170	1,713	1,159
WHITE	65	80	65	275	1,906	1,446
Total Trucks, Canada	9,931	15,835	6,987	44,456	354,854	249,731
N. American Trucks	31,837	87,037	32,204	162,143	2,124,920	1,008,915

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian cars up 30 pct. for week but can't meet '79

Canadian auto production was targeted at 16,188 last week, a 30.91 percent jump from the previous week's output of 12,366 units when General Motors had closed its Oshawa plant.

Although weekly output was up sharply, it still represented a 33.62 percent plunge from the 24,395 assemblies of the comparable 1979 week.

Truck makers last week slated output of 9,931 units, up 37.28 percent from the 6,987 of the previous week but down a whopping 42.13 percent from the 15,835 built during the equivalent week last year.

General Motors last week reopened one of two lines building full-size cars at its Oshawa plant. The second line was scheduled to reopen today (June 9). The GM Scarborough van plant will reopen June 16 following a three-week shutdown.

Ford Motor's Windsor plant remained down last week and a spokesman said it would "probably" be closed this week also. Chrysler Corp. cut back to a one-shift operation May 26 at its Windsor plant, source of Cordoba and Mirada.

Meanwhile, Chrysler's Pillette Rd. truck plant, source of vans, was moved from a one to a two-shift operation last week. The plant now builds 320 units per day.

Year-to-date, Canadian car makers have built 392,496 cars, down 23.13 percent from the 510,619 built during the equivalent 1979 period. Truck builders have assembled 249,731 vehicles, down 29.62 percent from the 354,854 of the comparable 1979 period.

U. S. CAR PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
AMERICAN MOTORS	2,978	4,650*	2,978	12,724	63,322*	80,431
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	10,150	24,335	13,230	69,357	444,843	298,443
Plymouth Total	4,200	9,631	5,941	31,213	178,786	136,226
Horizon	3,400	3,466	2,688	14,080	76,673	72,366
Volare	700	5,851	2,626	12,956	98,068	50,065
'80 Gran Fury			424	2,653		10,555
Caravelle	100	314	203	1,524	4,045	3,240
Chrysler Total	1,800	5,449	2,034	9,914	93,471	39,669
Chrysler		2,214	535	1,917	40,248	9,093
LeBaron	1,800	3,235	1,499	7,997	53,223	30,576
Dodge Total	4,150	9,255	5,255	28,230	172,586	122,548
Omni	2,800	3,243	2,208	11,552	68,366	63,481
St. Regis		954	337	2,239	14,633	8,498
Diplomat	1,000	1,418	750	4,680	24,710	14,674
Aspen	350	3,640	1,960	9,759	64,877	35,895
FORD MOTOR	20,275	44,395	31,953	106,793	1,114,947	600,621
Ford Division	15,812	30,779	24,645	80,444	707,472	440,442
Pinto	3,574	3,923	2,869	10,873	85,647	48,375
Mustang II/Mustang	4,225	8,311	4,929	21,623	177,554	120,612
Fairmont	2,561	5,660	5,693	28,421	87,279	125,537
Granada	3,454	4,591	2,492	8,897	79,121	38,635
LTD II		879			21,221	
Thunderbird	1,998	6,891	5,718	5,718	158,123	66,033
Ford		524	2,944	4,912	98,527	41,250
L-M Division	4,463	13,616	7,308	26,349	407,475	160,179
Mercury Total	4,463	10,705	6,262	23,602	311,100	144,288
Bobcat	432	1,140	343	1,946	22,811	9,690
Capri	1,215	2,565	1,213	6,352	52,627	34,752
Zephyr	1,416	1,522	1,343	7,905	32,551	40,621
Monarch	1,400	1,570	1,362	4,139	40,125	13,332
Cougar/XR7		3,908	977	977	98,573	21,955
Mercury			1,024	2,283	64,413	23,938
Lincoln Total		2,911	1,046	2,747	96,375	15,891
Lincoln		1,610	470	1,054	48,169	5,880
Versailles		1		418	8,724	1,861
Mark VI		1,300	576	1,275	39,482	8,150
GENERAL MOTORS	87,409	123,061	76,472	320,159	2,612,818	1,958,004
Buick Division	16,134	18,897	14,885	67,037	389,531	388,154
Skyhawk		605			11,152	
Skylark/'79-'80	4,609	3,047	3,896	19,002	30,964	104,209
Century	3,650	1,242	3,128	17,037	25,712	85,164
Regal	4,520	6,522	4,071	19,488	135,646	101,640
Buick	2,200	5,944	2,868	7,791	153,026	73,986
Riviera	1,155	1,537	922	3,719	33,031	23,155
Cadillac Division	3,841	8,277	2,911	11,659	203,109	99,511
Seville	410	974	351	1,916	25,962	17,486
Cadillac	2,141	5,426	1,538	6,188	134,745	56,221
Eldorado	1,290	1,877	1,022	3,555	42,402	25,804
Chevrolet Division	36,956	51,543	28,946	140,744	1,100,558	818,484
Chevette	8,947	9,434	7,279	37,616	177,985	204,837
Monza	4,162	3,445	3,827	17,374	70,604	77,515
Camaro	2,540	6,188	2,048	10,020	139,318	60,961
Nova/Citation	10,133	7,109	7,222	40,797	96,095	216,224
Malibu	6,769	8,628	4,859	21,103	197,781	124,978
Monte Carlo	1,205	4,234	1,244	5,329	126,437	52,649
Chevrolet	2,400	11,519	1,828	5,153	270,409	60,987
Corvette	800	986	639	3,352	21,929	20,333
Oldsmobile Division	17,903	26,289	18,135	59,374	542,106	380,329
Starfire		458			9,654	
Omega/'79-'80	2,258	1,340	2,867	10,204	14,950	55,873
Cutlass	10,820	13,354	9,375	33,176	265,692	187,668
Oldsmobile	4,000	9,769	5,075	13,336	219,750	116,979
Toronado	825	1,368	818	2,658	32,060	19,809
Pontiac Division	12,575	18,055	11,595	41,345	377,514	271,526
Acadian†	650	378	400	2,844	9,532	12,312
Sunbird	3,218	2,280	3,227	13,541	45,943	69,031
Phoenix/'79-'80	3,208	1,937	2,033	12,616	27,395	62,734
Firebird	1,540	4,793	1,119	4,731	104,453	40,416
LeMans	2,369	2,093	1,757	3,946	48,479	27,453
Grand Prix	1,590	2,501	1,394	1,394	50,347	26,952
Pontiac		4,073	1,665	2,273	91,365	32,628
VOLKSWAGEN	4,375	3,554	3,594	17,982	73,418	90,673
CHECKER	85	85	70	331	2,078	1,492
Total Cars, N. S.	125,272	200,080	128,297	527,346	4,311,426	3,029,664

CANADIAN CAR PRODUCTION

	Week Ended June 7, 1980	Same Week 1979	Week Ended May 31, 1980	May Total	Jan. 1, to June 9, 1979	Jan. 1, to June 7, 1980
CHRYSLER CORP.	2,152	4,272	1,600	4,748	65,442	29,901
FORD MOTOR	6,323	7,656	6,213	27,983	156,847	118,510
GENERAL MOTORS	7,488	12,287	4,305	41,482	284,302	239,057
VOLVO	225	180	248	945	4,028	5,028
Total Cars, Canada	16,188	24,395	12,366	75,158	510,619	392,496
N. American Cars	141,460	224,475	140,663	602,504	4,822,045	3,422,160
N. American Trucks	31,837	87,037	32,204	162,143	2,124,920	1,008,915
North American Cars and Trucks	173,297	311,512	172,867	764,647	6,946,965	4,431,075

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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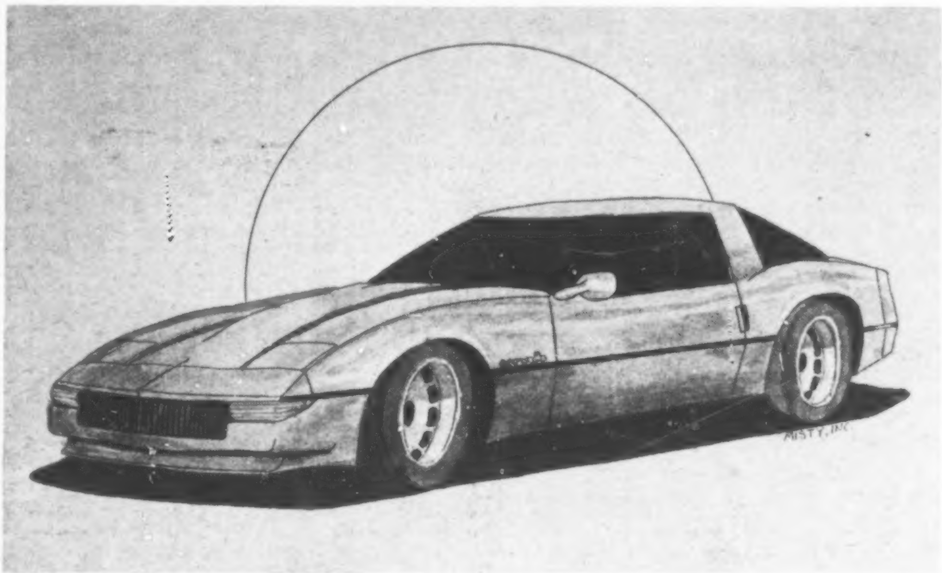
Catching the Corvette



Chevy revision due for 1983

Highly touted 1983 Corvette has a number of interesting design features. For example, the A-pillars are hidden behind the windshield and side glass, reminiscent of the rear-window treatment of the Mazda RX-7. This gives the new Vette the appearance of wraparound front glass, long a trademark of Corvette styling studies. It is expected to be the only 1983 General Motors model to be powered by a V-8. This drawing was based on a sneak peek at a mock-up.

New-car stocks jump to 83 days, a June 1 record

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory soared in May to the highest June 1 days-supply level in history, AUTOMOTIVE NEWS records indicate, although th unit count continued to decline.

The industry opened June with an 83-day supply of U. S.-built new cars, compared with a 66-day supply a year earlier, and a 76-day stockpile on May 1.

A measure of how badly the new-car market has sagged is the fact that the 83-day supply consisted of 1,597,866 units, while last year's 66-day supply included 2,033,997 and was riddled by shortages of small cars. The industry has no shortages to worry about this year.

All five U. S. corporate makers saw their days-supply figures increase during May, although General Motors managed to trim its unit count slightly from May 1 levels.

- GM had a 74-day supply June 1, compared with a 66½-day level May 1. Dealers have finally built a small stockpile of X-body cars, although the Buick Skylark supply was still meager. Other than the X-bodies, GM's stocks were more than ample.

Ford Motor Co.'s inventory changed little during the month as that maker opened June with a 94-day supply, up slightly from 93 days a month earlier.

Chrysler Corp. has a staggering 134-day stockpile June 1, up from 121 days May 1. As is obvious from the totals, neither Ford nor Chrysler had any problem with shortages. Even Omni and Horizon stocks were heavy.

American Motors had a 100-day supply as June opened, up from 77 days a month earlier. Volkswagen of America boosted its stockpile of U. S.-built Rabbits from 28 days to a 40-day supply June 1.

The June 1 domestic inventory was divided this way: GM, 55.42 percent; Ford Motor Co., 25.60 percent; Chrysler Corp., 14.73 percent; AMC, 2.86 percent, and VWoA, 1.39 percent.

Table on Page 69.

A month earlier, the new-car inventory was divided as follows: GM, 56.23 percent; Ford Motor Co., 25.76 percent; Chrysler Corp., 13.99 percent; AMC, 2.83 percent, and VWoA, 1.19 percent.

- By size class, the stockpiles of standards and luxury units were lighter than a month earlier, and subcompacts were in slightly heavier supply than compacts.

On June 1, the industry had a 93-day supply of standards, down from 108 days a month earlier, and a 76-day stock of luxury cars, down from 84 days.

On the other hand, it had a 73½-day supply of subcompacts, up from 55 days a month earlier, and a 72½-day stock of compacts, up from 64 days. Inter-

Continued on Page 69, Col. 1

He wants them more flexible, less burdensome

Carter asks study of regulations

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — At week's end, President Carter was asking heads of regulatory agencies to speed up finding and using ways to make regulation more flexible and less burdensome to the affected industry.

This is a followup of an executive order issued two years ago to improve government regulation.

The regulators then came up with innovative approaches, some of which are now in place. Now, the White House Regulatory Council has completed its assessment and developed a blueprint for wider application.

EPA Administrator Douglas Costle heads the Regulatory Council and Susan King, head of the Consumer Product Safety Commission, is second in command.

In looking at alternatives to increase flexibility and transfer some decisions from the government to the private sector, the Regulatory Council found eight promising techniques. But the council conceded that while these may be more cost-effective, they are not always appropriate where public health and safety are concerned.

As far as the auto industry is concerned, they may not be possible in some instances because of the governing statutes—Clean Air or EPCA, where numbers and sometimes procedures are cast in legal concrete.

But wherever possible, the Carter Administration, guided by the Regulatory Council, wants the agencies to allow private ingenuity to work rather than rigid government procedures.

- Eight promising techniques endorsed by the council are: Marketable rights; economic incentives; performance - based standards; market-oriented compliance measures; reduction of barriers to competition; information disclosure; voluntary standard setting, and adjustment of standards to distinguish among categories of regulated entities ("tiering"). Not all of these can be applied to auto safety, emissions control, fuel economy or possibly noise regulations.

NHTSA, of course, under its law must write performance standards—not design standards. The theory is—as with the market-oriented approaches — that the manufacturers can use whatever approach meets the standard.

The seat-belt standard is the only one generally conceded not

Continued on Page 67, Col. 1

Ford faces peak recall: 16 million automatics

WASHINGTON. — NHTSA is taking steps toward recalling about 16 million Ford 1973 through 1979 vehicles because of automatic transmissions NHTSA says slip to reverse from park despite the feel and the indication the vehicle is in park.

It would be the largest recall in automotive history.

Like the famous Pinto fuel tank case, this is a design defect matter. NHTSA said it has had some 23,000 complaints from Ford owners. It said 98 fatalities have been attributed to the defect, alone enough for an initial finding

Roger Maugh, Ford's automotive safety director, responded in the wake of NHTSA's move.

He said the firm has told the agency its findings are based on faulty analysis and inaccurate and inadequate information. There is no design defect and there is no fundamental difference between Ford's transmission and those in millions of other U. S., European and Japanese cars, he said.

"There is absolutely no reasonable or scientific basis for their misconceptions and we are frankly appalled by unsubstan-

Continued on Page 69, Col. 1

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breaking news

$1,000 rebates offered on Lincolns

DETROIT—Lincoln-Mercury has announced it will give $1,000 cash rebates to purchasers of Continental Mark VI, Lincoln Continental and Versailles cars through July 31. Customers who buy or lease 1979 or 1980 models of these car lines will receive $1,000 directly from Ford Motor Co., or they can apply the rebate amounts to their downpayments.

Ford to build engine plant in Mexico

DEARBORN. — Ford of Mexico will build a $365-million plant in Mexico to manufacture a new family of four-cylinder engines. Beginning in the 1984 model year, the plant will produce engines for smaller U. S., Canadian and Mexican vehicles. Construction is expected to begin later this year. Ford expects Mexico to be an excellent automotive growth area for the next several years.

Chrysler moves nearer money

WASHINGTON. — Today (June 16) marks the beginning of the exchange of legal documents needed before Chrysler Corp. can have access to the first $500 million of federal loan guarantees voted by Congress last December. The Loan Guarantee Board meets June 18 and hopes to be able to reaffirm the conditional approval granted on May 10.

See BREAKING NEWS, Page 73, Col. 1

truck industry news

Sharp declines hit all segments of the market

May sales are lowest since 1971

High interest rates and the slumping economy caused retail sales of new trucks in May to fall to their lowest level for the month in almost a decade, with sharp declines in all segments of the market.

During the month, the nation's franchised dealers and factory outlets retailed 196,864 units, a decline of 38.4 percent below last year's 319,660 and 3 percent below the April total of 202,969 units.

Industry totals include the captive Japanese-built compact pickups—the Ford Courier, Chevrolet LUV, Dodge D-50 and Plymouth Arrow—and the non-captive units — Datsun, Toyota and Mazda.

In May, 1971, domestic dealers retailed only 173,142 units, according to the Motor Vehicle Manufacturers Assn. At that time, Ford and Chevrolet had not started to import the Courier and LUV, and the non-captive sales were far below today's levels.

Table on Page 58

The five-month total was down 29.6 percent from last year, from 1,604,473 in 1979 to 1,129,391.

In May, the compact pickups trailed year-earlier sales for the second consecutive month after showing impressive gains each month since the conventional light-truck market hit the skids toward the end of the first quarter of 1979.

• Dealers retailed 39,286 compacts in May, off 22.8 percent from last year's 50,875. In April, sales of these vehicles were down 10 percent, from 46,566 in 1979 to 41,921 units.

For the January-May period, however, sales of the compacts showed an increase of 10.3 percent, rising to 231,069 units from the year-earlier 209,465. Much of the gain was due to the entry of the Volkswagen compact pickup in volume in 1980.

In May, according to preliminary MVMA figures, factory outlets and dealers franchised by domestic manufacturers retailed 176,340 units, a decline of 39 percent from the year-ago 289,059 units.

Five-month sales dropped 33.9 percent to 992,874 units, compared with 1,502,656 in the comparable period a year ago.

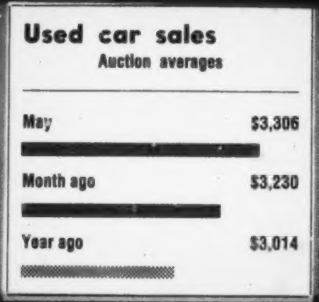
Medium trucks were the biggest losers in volume in May from a percentage standpoint for the second straight month. Sales totaled 6,077 units, off 56.8 percent from last year's 14,068.

Light trucks retailed by domestic outlets were down 38.3 percent, from 253,441 units in 1979 to 156,401. During the month, 13,862 heavy trucks were sold, a drop of 35.7 percent from last year's 21,550.

• On June 1, according to the MVMA estimates, there were 728,156 unsold vehicles in the hands of domestic retailers, 29.4 percent lower than the 1,030,976 units in inventory at the same time in 1979.

Stocks of light and medium trucks were down sharply from

Continued on Page 58, Col. 1


Used car sales
Auction averages
May
$3,306
Month ago
$3,230
Year ago
$3,014

Sharp declines hit all segments of truck market

May sales are lowest since 1971

Continued from Page 8

last year, while the heavies were off fewer than 2,000 units.

There were 637,958 light trucks in inventory at the start of the month, down 30.5 percent from the year-ago 918,022. The mediums were off 39.8 percent, from 52,474 in 1979 to 31,614. The heavies totaled 58,584, off 3.1 percent from last year's 60,480 units.

Big Three dealers retailed only 158,796 new trucks during the month, a decline of 41.3 percent from last year's 270,522. The five-month count of 892,313 units was 36.2 percent below last year's 1,398,697.

Chevrolet dealers outsold Ford in May and regained the calendar-year lead lost in April.

During the month, 62,675 Chevrolet trucks were sold, down 39 percent from the year-ago 102,730. The total included 6,288 LUV compacts, compared with 8,392 a year ago.

The five-month count was 346,086, off 36.6 percent from last year's 545,640. Included were 41,742 LUV pickups, down from the record 49,183 sold the previous year.

Ford dealers retailed 60,943 units in May, a decline of 44.3 percent below last year's 109,442. Sales of the Courier compact were down, too, from 6,631 a year ago to 5,505.

• In the January-May period, 345,705 Ford trucks were retailed, 35.7 percent fewer than the year-ago 537,898. The count included 34,533 Courier pickups, compared with 36,984 in the same period in 1979.

Chrysler dealers retailed 20,419 units during the month and 116,072 over the five-month span. The totals were down 36.1 percent in each instance from the year-earlier 31,956 for the month and 181,693 for the calendar year.

Chrysler's May total included 3,257 Dodge D-50 and 1,407 Plymouth Arrow compacts, down from the previous year's 3,655 and 1,596. Five-month counts were up for both, however, the D-50 from 14,609 to 19,119 and the Arrow from 6,872 to 9,096.

In May, GMC dealers sold 14,759 trucks, off 44.1 percent from last year's 26,394. The five-month total of 84,450 was 36.7 percent below the 133,465 retailed in the same period in 1979.

Sales of four-wheel-drive Jeep vehicles were down 50.2 percent in May, from 10,388 in May to 5,174. The five-month count was 34,668, a decline of 47 percent from last year's 65,429 units.

Volkswagen of America dealers retailed 2,305 compact pickups during the month, bringing their calendar-year total to 10,586 units.

Importers of the non-captive compact pickups reported sharp declines in May sales, but increases for the five-month period.

Toyota dealers retailed 10,284 units during the month, off 31.7 percent from the year-earlier 15,064. The five-month total of 61,445 vehicles was 23.7 percent ahead of last year's 49,677.

May sales by Datsun dealers dropped from 14,543 a year ago to 9,638, a decline of 33.7 percent. In the January-May period, 50,669 units were retailed, an increase of 4.4 percent over the year-earlier 48,536.

Mazda sales for the month were down 39.4 percent, from 994 units a year ago to 602. The five-month total was 3,879, up 7.6 percent over the year-earlier 3,604.

Big Three May, year-to-date truck sales

	May		Year to date	
	1980	1979	1980	1979
Ford				
Vans	9,299	16,769	47,908	83,480
Club Wagon	2,055	3,702	11,481	19,852
Courier	5,505	6,631	34,533	36,984
Bronco	2,707	5,444	15,503	31,731
Conventional pickups	35,187	67,240	206,308	324,587
Mediums	4,998	7,218	23,215	31,206
Heavies	1,192	2,438	8,657	10,058
Chevrolet				
Vans	7,465	15,222	43,188	80,921
Sportvan	1,461	2,797	8,451	14,640
LUV	6,288	8,392	41,742	49,183
El Camino	3,125	4,258	18,388	20,777
Blazer	2,729	4,689	12,430	28,388
Suburban	1,329	4,048	9,989	20,269
Conventional pickups	38,297	59,563	197,175	311,637
Mediums	1,811	3,446	13,607	18,252
Heavies	170	315	1,116	1,574
Chrysler				
Vans	5,419	9,240	31,631	60,097
Voyager	547	887	3,117	4,318
Sportsman	2,221	3,203	9,795	14,097
Arrow	1,407	1,596	9,096	6,872
D-50	3,257	3,655	19,119	14,609
Trail Duster	200	325	1,877	2,797
Ramcharger	415	1,256	4,091	7,582
Conventional pickups	6,953	11,794	37,346	71,321
GMC				
Vans	1,886	3,943	10,886	19,766
Caballero	331	589	1,926	2,821
Jimmy	441	955	2,457	6,015
Suburban	369	779	1,958	3,711
Conventional pickups	8,368	14,388	44,482	74,936
P models	395	609	1,844	2,262
Mediums	1,553	3,003	11,875	13,534
Heavies	1,416	2,110	9,022	10,128
Motor homes	—	18	—	292

factories list auction dates

Continued from Page 54

Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

June 23—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.*; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.*

June 24—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp., Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

June 25—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis*; Meyer & Sons, 6464 Downing St., Denver.

June 26—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd W., Barberton, O.*; Big H Recon Center, 918 Asbury, Houston*.

June 27—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit*.

June 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.*; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

*Due to potential localized inventory shortages, these auctions are scheduled on a tentative basis. Please contact these locations before traveling to them.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

June 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

June 18—Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

June 19—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

June 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

June 25—Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, New York.

June 26—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Month tops 218,000

Import registrations set 6th record in row

By Richard A. Wright
Assistant Managing Editor

For the sixth month in a row, registrations of new imported cars in the U. S. set a record in March, according to figures compiled by R. L. Polk & Co.

New import registrations in March totaled 218,012, up 7.73 percent from the previous high mark for the month of 202,373 a year earlier. In fact, it was the fourth highest total for any month. Highest any-month figure was 237,289, set in May, 1979.

Import penetration of U. S. registrations in March was 27.32 percent, up from 22.17 percent a year earlier and falling just shy of the any-month record of 27.82 percent in February of this year.

For the first quarter, total import registrations were 613,399, up 26.62 percent from 484,432 last year. Imports accounted for 27.31 percent of U. S. new-car imports in the first three months, up a full 7.37 percentage points from 19.94 percent last year.

• In March, the Japanese Big Two led the advance, as Toyota took 23.70 percent of the import market, up 5.73 percentage points from a year earlier, while Datsun grabbed 20.80 percent, up 3.16 points.

The only other nameplate in the top 10 to register a gain in market share was Colt, which took 2.85 percent of the market, up 0.37 of a point.

Biggest losers were Volkswagen and Honda. VW took 9.71 percent of the import market, down 4.20 points, and Honda took 13.01 percent, down 3.14 points.

Other market-share losers were Mazda, off 0.21 of a point to 5.32 percent; Subaru, down 0.47 of a point to 4.13 percent; Fiesta, off 0.13 of a point to 3.10 percent, and Volvo, down 0.23 of a point to 2.26 percent.

The top 10 imports accounted for 87.84 percent of March import registrations, compared with 86.24 percent a year earlier. In the first three months, the top 10 took 88.86 percent of the total, up from 85.54 percent last year.

• Japan continued to dominate the U. S. import scene in March, taking 73.85 percent of the total, compared with 68.44 percent a year earlier. The only other country of origin to gain was France, which moved ahead of the United Kingdom in U. S. import sales. In another switch, Italy supplanted Sweden in third place, behind Japan and West Germany.

Registrations of imported cars in March by country of origin, with year-earlier figures in parentheses, were: Japan, 160,998 (138,494); West Germany, 40,640 (46,668); Italy, 5,487 (5,611); Sweden, 5,442 (6,038); France, 3,501 (2,463), and UK, 1,944 (3,098).

Registrations by country of origin for the first three months of 1980, with year-earlier figures in parentheses, were: Japan, 463,419 (321,209); West Germany, 108,991 (121,277); Sweden, 15,438 (15,601); Italy, 11,821 (13,548); France, 8,596 (5,638); UK, 5,134 (7,158), and others, 0 (1).

• Registrations of imported trucks in March were up 15.19 percent to 48,771, compared with 42,338 a year earlier.

Registrations of imported trucks in February, with year-earlier figures in parentheses, were: Toyota, 12,573 (10,643); Datsun, 9,639 (8,458); LUV, 8,181 (8,139); Courier, 7,244 (8,124), and others, 11,134 (6,974).

The truck import total for the first quarter of 1980 was 135,862, up 27.68 percent from 106,406 last year.

Registrations of imported trucks in the first quarter, with year-earlier figures in parentheses, were: Toyota, 35,407 (23,401); Datsun, 27,374 (20,979); LUV, 23,948 (25,682); Courier, 20,468 (20,646), and others, 28,665 (16,058).

AMC expands Jeep rebate, adds Concord to list

SOUTHFIELD, Mich.—Fighting a generally declining market which has even begun affecting imports, American Motors has increased rebates on its Jeep models and has added Concord to the rebate list.

The new consumer rebates, featured in the "Great American Freedom Sale," became effective June 10. They range from $200 to $1,000.

Rebates include:

1. $1,000 on Jeep Cherokee, Wagoneer and Wagoneer Limited models.
2. $500 on all Jeep pickups.
3. $200 on AMC Concord cars which don't have factory-installed air conditioning. The sale already provides a $261 reduction in the list price of factory-installed air on Concord and Eagle models.

The Freedom Sale also includes previously announced special prices and rebates:

1. AMC Spirits equipped with factory air offer six-cylinder engines and automatic transmission combinations at $231, a 50 percent reduction in the regular sticker price.
2. Renault Le Car equipped with the Black Beauty trim option carries a $500 rebate.
3. And there's a $500 rebate on Jeep CJ-5 and CJ-7 models equipped with Renegade, Golden Hawk, Golden Eagle or Laredo packages.

The Freedom Sale began May 19 and runs through July 4.

'Don't put drinks on the Seville'

ALMA, Mich. — Mike Pung needed "something unique" to drum up business for his Mike Pung Motor Sales, a Cadillac-Oldsmobile-Pontiac-GMC truck outlet here that had fallen on tough times.

So, Pung threw a party in his home, with food and cocktails and a very special guest of honor—a 1980 Cadillac Seville, conspicuously displayed in the middle of his living room. The floor had been reinforced so that the car, driven in through sliding glass doors, would not go crashing to the basement. Over 200 guests attended and Pung reports that he even sold a few cars.

IMPORT REGISTRATION SHARES IN U. S.

MARCH

	Regis., Mar., 1980	Percent Share of Market	Regis., Mar., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	51,669	23.70	36,355	17.97	+ 5.73
Datsun	45,354	20.80	35,695	17.64	+ 3.16
Honda	28,354	13.01	32,680	16.15	— 3.14
Volkswagen	21,169	9.71	28,150	13.91	— 4.20
Mazda	11,605	5.32	11,184	5.53	— 0.21
Subaru	9,000	4.13	9,316	4.60	— 0.47
Fiesta	6,763	3.10	6,541	3.23	— 0.13
Arrow	6,448	2.96	....	....	....
Colt	6,220	2.85	5,018	2.48	+ 0.37
Fiat	4,921	2.26	5,047	2.49	— 0.23
Volvo	....	....	4,536	2.24	....
All Others	26,509	12.16	27,851	13.76	— 1.60
TOTAL	218,012		202,373		
Share of U.S. Total		27.32		22.17	+ 5.15

THREE MONTHS

	Regis., 3 mos., 1980	Percent Share of Market	Regis., 3 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	146,229	23.84	84,643	17.47	+ 6.37
Datsun	127,473	20.78	82,421	17.01	+ 3.77
Honda	82,155	13.39	76,510	15.79	— 2.40
Volkswagen	55,623	9.07	72,877	15.05	— 5.98
Mazda	37,130	6.05	25,301	5.22	+ 0.83
Subaru	28,108	4.58	21,210	4.38	+ 0.20
Fiesta	19,201	3.13	15,869	3.28	— 0.15
Arrow	18,215	2.97	....	....	....
Colt	18,089	2.95	....	....	....
Mercedes	12,872	2.10	11,679	2.41	— 0.31
Fiat	....	....	11,966	2.47	....
Volvo	....	....	11,905	2.46	....
All Others	68,304	11.14	70,051	14.46	— 3.32
TOTAL	613,399		484,432		
Share of U.S. Total		27.31		19.94	+ 7.37

Registrations not available for Oklahoma, delayed for Kansas and Hawaii.

Gallogly, Wingate to address Automotive News World Congress

Both are experts, but fields differ

Myron W. Gallogly, representing the Transportation Research Center of Ohio, and Robert Wingate, president of Wingate Classics, San Dimas, Calif., will be speakers at special-interest sessions at the fifth annual Automotive News World Congress.

The 1980 World Congress, scheduled for July 27-30 at the Hyatt Regency in Dearborn, will present 34 automotive experts to its nearly 600 registrants. Thomas A. Murphy, chairman of General Motors, is this year's keynote speaker.

Gallogly, as deputy director of the Transportation Research Center of Ohio, is responsible for all management functions of the research, development and technology facility which is affiliated with Ohio State University's College of Engineering.

Before joining Transportation Research Center, Gallogly was associate director, then co-director, of Transplex/OSU. He has also been director of an Ohio State University facility conducting transportation research for engineering students in the state.

Gallogly holds undergraduate and graduate degrees in mechanical engineering plus an MBA from Ohio State University. He is currently a member of the safety committee of the SAE Passenger Car Activity Group.

Wingate, who bills himself as "world's largest vintage Chevrolet dealer," loves cars, especially old Chevrolets. His first car was a 1941 Chevrolet, purchased when he was a high school student.

He took a job as a lot boy in a local Chevrolet dealership to help support his new habit, and worked his way up to sales manager. He became involved in specialty-car clubs and progressed to the point where he could open his own dealership, in San Dimas, Calif.

Myron Gallogly

Robert Wingate

Wingate said he has sold more than 3,000 vintage or special interest cars. He is expanding by establishing dealerships in Canada, Europe and other parts of the U. S.

Wingate also specializes in older car appraisals and photography, offers brokerage services for cars of all types and has rentals.

Registrations are currently being taken for the fifth annual World Congress. The fee is $395 and includes admission to all 34 sessions, three dinners, two lunches and scheduled cocktail receptions. A workbook is also included. A special registration group rate of $325 per person is available when several persons from a single company sign up together and one pays full fee.

Sunday afternoon, July 27, prior to dinner, Modern Talking Picture Service, Inc., Chicago, will screen a number of unusual and interesting films produced by the major car makers and suppliers. Early Bird Cinemas run from 2 to 5 p.m.

For registration assistance or further information, contact Cynthia Radom, director of special projects, Automotive News, 965 East Jefferson, Detroit, Mich. 48207, telephone (313) 567-9520.

Pontiac merges K.C. and Omaha as Midwest zone

PONTIAC. — Pontiac has merged its Kansas City and Omaha zones into a new sales area that will be called the Midwest zone.

Kenneth S. Dady

The Midwest zone will be comprised of dealers in Iowa, Nebraska, Kansas and Missouri. Headquarters will be in Kansas City.

Kenneth S. Dady, former Omaha zone manager, has been named manager of the Midwest zone. Orval K. (Zam) Zamzow, Kansas City zone manager, is retiring after 34 years with Pontiac.

Dady joined Pontiac in 1963 and served in Washington, Memphis, Charlotte and Atlanta before becoming national business management manager in 1974. He was appointed Omaha zone manager in 1976.

Diesels Systems unit formed by Stanadyne

WINDSOR, Conn.—Stanadyne Diesel Systems, a new unit of Stanadyne, Inc., has been created to unify diesel equipment manufacturing operations in Connecticut and North Carolina, as well as at the company's research facility here.

Heading the combined units is Gene Brady, designated group vice president. He joined Stanadyne earlier this year after serving as general manager of Chrysler Corp.'s New Process Gear Division in Syracuse.

Automotive News World Congress

Please register us for the 5th Annual Automotive News World Congress, July 27-30, 1980, at the Hyatt-Regency Hotel, Dearborn, Michigan.

( ) Payment enclosed. ( ) Bill me. ( ) Bill my company.

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Title____________________

Company____________________

Street__________ Phone__________ (Area Code)

City__________ State__________ Zip__________

Additional registrants:

Name__________ Title__________

Name__________ Title__________

(Please make check payable to Automotive News World Congress and mail to Automotive News, 965 E. Jefferson, Detroit, Mi. 48207, or call (313) 567-9520.)

( ) I'd like a reservation form for the Hyatt-Regency Hotel.

AN '80

New-car supply at record high for June count

Continued from Page 1

mediates were in 98½-day supply, compared with 87 days May 1.

The June 1 inventory was divided this way among the size classes: Subcompact, 17.12 percent; compact, 27.02 percent; intermediate, 32.90 percent; standard, 17.32 percent, and luxury, 5.64 percent.

A month earlier, the inventory was divided as follows: Subcompact, 15.34 percent; compact, 25.37 percent; intermediate, 33.45 percent; standard, 19.61 percent, and luxury, 6.23 percent.

• The June 1 days-supply figures by market class were:

Subcompact—Rabbit, 40; Chevette, 52; Monza, 58; Starfire, 72; Sunbird, 73½; Skyhawk, 75; Spirit, 89; Pinto, 100; Omni, 119; Horizon, 121; and Bobcat, 122.

Compact—Skylark, 29; Omega, 38; Citation, 41½; Phoenix, 47½; Pacer, 70; Fairmont, 75; Concord, 77; Capri, 84; Mustang, 85; Zephyr, 86; Camaro, 89; Firebird, 93; Volare, 147; Aspen, 152, and Eagle 226.

Intermediate—Cutlass, 60; LTD II, 60; Century, 65; Supreme, 76; Malibu, 88; Monarch, 91; Regal, 94; LeMans, 104; Granada, 114; Monte Carlo, 124; Grand Prix, 130; Cougar XR-7, 134; Thunderbird, 138; LeBaron, 142; Diplomat, 148; Mirada, 168, and Cordoba, 170.

Standard—Grand Fury, 58; Olds 88, 71; Mercury, 77; Olds 98, 79; Ford, 81; St. Regis, 85; LeSabre, 103; Chevrolet, 107½; Electra, 108; Pontiac, 109½, and Chrysler, 124.

Luxury—Corvette, 56; Eldorado, 59; Cadillac, 74; Lincoln, 79; Toronado, 81; Seville, 82; Mark VI, 87; Riviera, 95, and Versailles, 105.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	June 1, 1980	May 1, 1980	June 1, 1979
Spirit	89	69	59
Concord	77	57	51½
Eagle	226	152	—
Pacer	70	125	145½
AMERICAN MTRS.	100	77	59
Horizon	121	90½	26
Volare	147	150	72
Gran Fury	58	59½	58½
Plymouth	125	141	55
LeBaron	143	101½	90
Cordoba	170	165	207
Chrysler	124	178	117
Chrysler	147	135	119
Omni	119	92	26
Aspen	152	178	86
Diplomat	148	127	116
Mirada	168	139½	187
St. Regis	85	80	97
Dodge	135	122	79
CHRYSLER CORP.	134	121	80
Pinto	100	110	47
Mustang	85	88	48
Fairmont	75	60	63
Granada	114	123	77
Thunderbird	138	159	155
Ford	81	100	110
Ford	94	93	76
Bobcat	122	100	57
Capri	84	87	41
Zephyr	86	63	85
Monarch	91	102	91
Cougar XR-7	134	150	145
Mercury	77	96	132
Mercury	94	92	96
Versailles	105	96	164
Lincoln	79	94	105
Mark VI	87	97	155
Lincoln	87	94½	134
FORD MOTOR CO.	94	93	83
Skyhawk	75	77	37
Skylark	29	23½	15
Century	65	54	58
Regal	94	81	54
LeSabre	103	104	93
Electra	108	120	145
Riviera	95	93½	38
Buick	73	67	62
Seville	82	88	99½
Cadillac	74	93	85
Eldorado	59	63	55½
Cadillac	72	85	80
Chevette	52	37	19
Monza	58	48	24½
Citation	41½	34	22
Camaro	89	94	36½
Malibu	88	79	69
Monte Carlo	124	125	117
Chevrolet	107½	127	121
Corvette	56	53	30
Chevrolet	72½	66½	59
Starfire	72	67	20
Omega	38	28	16
Cutlass	60	45	49
Supreme	76	61½	49
Olds 88	71	77	52½
Olds 98	79	87	69
Toronado	81	81	37
Oldsmobile	67	58	48
Sunbird	73½	35	18
Phoenix	47½	26	13
Firebird	93	97	27
LeMans	104	85½	60
Grand Prix	130	101	84
Pontiac	109½	104	106
Pontiac	93	72	55
GENERAL MOTORS	74	66½	58
VOLKSWAGEN	40	28	21
TOTAL CARS, U.S.	83	76	66

But build of 131,869 remains 20 pct. below '79 level

Week's auto output increases 7 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 131,869 rose 7.59 percent over the previous week's 122,561, but declined 20.20 percent from the 186,252 cars built in the comparable 1979 week.

Year-to-date auto output of 3,158,822 is a drop of 29.95 percent from the 4,509,475 units assembled by this time in 1979.

General Motors, which built 82,447 autos last week and has 64.50 percent of year-to-date production, will have three auto assembly plants down next week.

GM's Buick Flint point (Century, Regal) and the companion Fisher Body plant will be closed for one week beginning today (June 16), idling 2,150 workers temporarily.

GM's Linden plant (Riviera, Toronado, Eldorado, Seville) will also be down for one week beginning today, leaving 4,000 workers on temporary layoff. The number of GM workers on indefinite layoff totals 137,000.

Ford Motor Co. assembled 29,510 units last week, and has 19.95 percent of the year's output.

This week, passenger car operations at Ford's Lorain (Cougar XR-7, Thunderbird), Louisville (Ford), and Wixom (Lincoln, Mark VI) plants will remain down for the third week in a row.

Louisville and Lorain are planning to resume work today and Wixom will reopen on June 30.

All Chrysler Corp. assembly plants are scheduled to work this week except Jefferson and Newark, which are being converted for production of the Plymouth Reliant and Dodge Aries and are expected to reopen in mid-August.

Chrysler assembled 11,730 autos last week and has 9.82 percent of the year-to-date total. Chrysler's Lynch Road plant was down last week to balance dealer inventories.

American Motors' Kenosha plant, which produced 3,726 cars last week, will be down this week. AMC has 2.66 percent of year-to-date production.

Volkswagen of America, which had been working considerable overtime in previous weeks, is working a regular schedule this week. VWoA built 4,375 Rabbits last week and has 3.02 percent of the year's total.

Checker Motors assembled 81 units last week, and has 0.05 percent of year-to-date production.

U. S. CAR PRODUCTION

	Week Ended June 14, 1980	Same Week 1979	Week Ended June 7, 1980	June to Date	Jan. 1, to June 16, 1979	Jan. 1, to June 14, 1980
AMERICAN MOTORS	3,726*	4,650*	2,978*	6,704*	72,615*	84,157
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	11,730	24,776	10,238	21,968	470,798	310,261
Plymouth Total	5,050	9,856	4,256	9,306	189,177	141,332
Horizon	3,350	3,505	3,303	6,653	80,069	75,619
Volare	750	6,025	642	1,392	104,809	50,757
'80 Gran Fury	650	....	....	650	....	11,205
Caravelle	300	326	311	611	4,299	3,751
Chrysler Total	2,450	5,755	1,727	4,177	98,880	42,046
Chrysler	550	2,570	....	550	42,462	9,643
LeBaron	1,900	3,185	1,727	3,627	56,418	32,403
Dodge Total	4,230	9,165	4,255	8,485	182,741	126,883
Omni	2,750	3,217	2,817	5,567	71,659	66,248
St. Regis	280	703	....	280	15,617	8,778
Diplomat	850	1,384	936	1,786	25,958	15,460
Aspen	350	3,861	502	852	69,507	36,397
FORD MOTOR	29,510	35,567	20,287	49,797	1,151,247	630,143
Ford Division	23,523	26,869	16,315	39,838	734,990	464,468
Pinto	3,569	4,601	3,761	7,330	90,217	52,131
Mustang II/Mustang	5,104	7,333	4,238	9,342	184,847	125,729
Fairmont	7,020	5,877	2,653	9,673	92,480	132,649
Granada	3,828	1,226	3,665	7,493	80,489	42,674
LTD II	....	812	....	....	22,100	....
Thunderbird	2,002	6,502	1,998	4,000	165,807	68,035
Ford	2,000	518	....	2,000	99,050	43,250
L-M Division	5,987	8,698	3,972	9,959	416,257	165,675
Mercury Total	5,987	8,698	3,972	9,959	319,991	149,784
Bobcat	443	1,225	274	717	24,093	9,975
Capri	1,574	2,248	1,298	2,872	54,869	36,409
Zephyr	1,668	1,375	1,157	2,825	33,984	42,030
Monarch	1,022	263	1,243	2,265	40,308	14,197
Cougar/XR7	....	3,587	....	....	102,324	21,955
Mercury	1,280	....	....	1,280	64,413	25,218
Lincoln Total	....	....	....	....	96,266	15,891
Lincoln	....	....	....	....	48,191	5,880
Versailles	....	....	....	....	8,607	1,861
Mark VI	....	....	....	....	39,468	8,150
GENERAL MOTORS	82,447	119,852	84,272	166,719	2,735,542	2,037,314
Buick Division	16,646	17,858	15,943	32,589	408,121	404,609
Skyhawk	....	579	....	....	11,757	....
Skylark/'79-'80	5,126	2,274	4,720	9,846	34,011	109,446
Century	3,690	1,207	3,528	7,218	26,952	88,732
Regal	4,475	6,588	4,619	9,094	142,176	106,214
Buick	2,200	5,770	1,922	4,122	158,657	75,908
Riviera	1,155	1,440	1,154	2,309	34,568	24,309
Cadillac Division	3,841	8,125	3,825	7,666	211,386	103,336
Seville	410	971	418	828	26,936	17,904
Cadillac	2,141	5,395	2,123	4,264	140,171	58,344
Eldorado	1,290	1,750	1,284	2,574	44,279	27,088
Chevrolet Division	34,845	51,619	36,956	71,801	1,153,943	853,329
Chevette	9,605	10,412	9,448	19,053	188,539	214,943
Monza	4,155	3,429	3,913	8,068	74,044	81,421
Camaro	2,540	6,060	2,475	5,015	145,296	63,436
Nova/Citation	9,175	6,386	9,983	19,158	104,114	225,249
Malibu	4,970	8,618	6,657	11,627	206,444	129,836
Monte Carlo	1,200	4,245	1,307	2,507	130,666	53,951
Chevrolet	2,400	11,472	2,382	4,782	281,925	63,369
Corvette	800	997	791	1,591	22,915	21,124
Oldsmobile Division	15,324	24,803	15,730	31,054	566,389	393,480
Starfire	....	438	....	....	10,115	....
Omega/'79-'80	2,674	813	1,305	3,979	16,533	57,594
Cutlass	7,825	13,209	9,704	17,529	278,345	194,377
Oldsmobile	4,000	9,065	4,059	8,059	227,968	121,038
Toronado	825	1,278	662	1,487	33,428	20,471
Pontiac Division	11,791	17,447	11,818	23,609	395,703	282,560
Acadian†	410	595	416	826	9,910	12,488
Sunbird	3,027	2,240	3,060	6,087	48,223	71,900
Phoenix/'79-'80	2,851	2,008	3,094	5,945	29,691	65,471
Firebird	1,540	4,438	1,536	3,076	109,067	41,952
LeMans	2,373	1,991	2,149	4,522	50,599	29,606
Grand Prix	1,590	2,319	1,563	3,153	52,848	28,515
Pontiac	....	3,856	....	....	95,365	32,628
VOLKSWAGEN	4,375	1,297	4,700	9,075	77,110	95,373
CHECKER	81*	110	86	167	2,163	1,574
Total Cars, N. S.	131,869	186,252	122,561	254,430	4,509,475	3,158,822

Truck production for year trails '79 by 57 pct.

U. S. truck production last week of 17,313 fell 24.91 percent from the previous week's 23,057 and dropped 76.60 percent from the 73,990 units built in the comparable 1979 week.

Year-to-date truck output of 777,648 is a 57.72 percent decline from the 1,839,252 assembled by this date in 1979.

All Chrysler Corp. truck assembly plants are scheduled to work regular hours this week. Chrysler built 3,700 trucks last week and has 9.30 percent of year-to-date production.

General Motors will have three truck assembly plants down this week. GM's Janesville point, and the Lordstown van line will be down for the second of two weeks. GMC in Pontiac will also be down for one week beginning today (June 16).

Chevrolet built 4,515 units last week and has 31.09 percent of the year's production, and GMC produced 2,912 trucks, and has 10.48 percent of year-to-date output.

All Ford Motor Co. truck assembly plants were down last week and San Jose will be down this week. Ford has 34.65 percent of the year's total.

The year-to-date production breakdown for the other truck makers is: International, 2.43 percent; Mack, 1.61 percent; White, 0.48 percent; Jeep, 5.11 percent; AM Corp., 0.55 percent; miscellaneous truck makers, 2.57 percent, and Volkswagen of America, 1.73 percent.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 14, 1980	Same Week 1979	Week Ended June 7, 1980	June to Date	Jan. 1, to June 16, 1979	Jan. 1, to June 14, 1980
CHEVROLET	4,515	20,650	5,842	10,357	568,623	241,774
DODGE/PLYMOUTH	3,700	8,114	3,739	7,439	230,191	72,330
FORD	....	28,022	3,142	3,142	656,847	269,478
GMC	2,912	8,218	3,201	6,113	174,118	81,475
INTERNATIONAL	2,485	3,338	2,437	4,922	71,279	18,878
MACK	450	785	424	874	17,977	12,490
WHITE	174*	241	175	349	6,241	3,708
JEEP	1,428*	3,300*	2,500*	3,928	81,546*	39,761
AM CORP.	143*	472*	284*	427	12,010*	4,281
VOLKSWAGEN	625	....	663	1,288	....	13,462
MISCELLANEOUS	881*	850	650	1,531	20,420	20,011
Total Trucks, U. S.	17,313	73,990	23,057	40,370	1,839,252	777,648

CANADIAN TRUCK PRODUCTION

	Week Ended June 14, 1980	Same Week 1979	Week Ended June 7, 1980	June to Date	Jan. 1, to June 16, 1979	Jan. 1, to June 14, 1980
CHRYSLER CORP.	1,995	2,227	1,508	3,503	38,462	20,835
FORD MOTOR	4,242	4,223	3,822	8,064	136,567	92,189
GENERAL MOTORS	4,770	6,001	4,788	9,558	149,666	127,444
AMERICAN MOTORS	....	1,216	....	....	30,477	11,644
INTERNATIONAL	475	474	476	951	10,405	7,264
MACK	40	76	32	72	1,814	1,191
WHITE	65*	77	65	130	1,986	1,511
Total Trucks, Canada	11,587	14,294	10,691	22,280	309,377	262,078
N. American Trucks	28,900	88,284	33,748	62,650	2,208,629	1,039,726

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canada marks weekly gains in car, truck output

Both car and truck production in Canada last week rose over the previous week but still trailed year-ago figures.

Auto production last week of 20,824 increased 24.86 percent over the previous week's 16,678, but fell 10.71 percent from the 23,321 assembled in the comparable 1979 week.

Year-to-date car output of 413,810 is a 22.17 percent decline from the 531,686 units built by this date in 1979.

Last week, truck production of 11,587 rose 8.38 percent over the previous week's 10,691, but dropped 18.94 percent from the 14,294 of the comparable 1979 week.

So far this year, 262,078 trucks have been assembled, a decline of 29.05 percent from the 369,377 units built by this date in 1979.

All General Motors car and truck assembly plants are working regular schedules this week. GM, which built 11,920 autos last week, has 60.74 percent of year-to-date production.

Ford Motor Co.'s Windsor engine plant will be down this week. Ford's Oakville and St. Thomas assembly plants will work regular hours.

Last week, Ford assembled 6,319 units, and has 30.24 percent of the year's total.

Volvo built 225 autos last week, and has 1.22 percent of year-to-date output.

Chrysler Corp. produced 2,360 cars last week, and has 7.80 percent of the year's auto production.

CANADIAN CAR PRODUCTION

	Week Ended June 14, 1980	Same Week 1979	Week Ended June 7, 1980	June to Date	Jan. 1, to June 16, 1979	Jan. 1, to June 14, 1980
CHRYSLER CORP.	2,360	4,343	2,172	4,532	69,714	32,281
FORD MOTOR	6,319	5,438	6,618	12,937	161,607	125,124
GENERAL MOTORS	11,920	13,360	7,888	19,808	296,157	251,377
VOLVO	225	180	....	225	4,208	5,028
Total Cars, Canada	20,824	23,321	16,678	37,502	531,686	413,810
N. American Cars	152,693	209,573	139,239	291,932	5,041,161	3,572,632
N. American Trucks	28,900	88,284	33,748	62,650	2,208,629	1,039,726
North American Cars and Trucks	181,593	297,857	172,987	354,582	7,249,790	4,612,358

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

6/24/80 C 2700-1

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GM white paper proposes easier auto regulations

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors has sent to the White House and to some members of Congress a "wish book" of tremendous proportions in its bid for government help out of the industry's current depression.

It includes 14 changes in EPA current regulations and 10 regulations that GM feels should be modified, eliminated or postponed. There are seven changes in existing safety standards and a hold, withdrawal or change in 14 pending NHTSA requirements for safety and fuel-economy regulations.

In addition, GM makes two specific recommendations for changes in depreciating machinery and equipment and allowing immediate expensing for special tools — administrative actions which the Treasury Department could make.

Further recommendations involve the Occupational Safety and Health Administration workplace requirements for lead and noise and letting crude oil and petroleum product prices become decontrolled — certainly before stiff gas taxes or gas rationing occurs.

All told, says GM, the cumulative effect of the proposals would save "consumers and taxpayers billions of dollars," presumably because it would save billions for GM, a considerable and growing part of the national economy. GM insists it has supported — and still does support—regulations with "demonstrable health or safety need not met in the marketplace."

Although many of the GM positions are clearly known—because of filings in the legal dockets at EPA and NHTSA—others have elements of surprise.

For example, GM has long maintained that while air bags work, they provide no better protection than belts. But a particular reason now cited for three possible options to the current standard is that the large 1982 cars first affected by the passive - restraint requirement "will be at a competitive disadvantage" with most imports which because they are smaller will have a year or two extra time to phase in passives.

It was Ralph Nader, after all, who felt so strongly he took NHTSA chief Joan Claybrook to court because he thought the smaller cars with their weight disadvantage in large car/small car crashes needed protection first. Of course, Nader was talking safety and airbags and GM is talking trade and passive restraints—both airbags and automatic belts.

- GM's first suggestion for the passive-restraint standard is to eliminate it entirely—a savings to GM of $300 million and to buyers of GM cars of $700 million each year.

The second and less desirable alternative is to provide customers an option of restraint systems (presumably this means, active belts, passive belts, or air bags—the position taken by Rep. David Stockman, Michigan Republican, now pending in a Senate-House Conference Committee) and thus save GM $195 million and GM car buyers an esti-

Continued on Page 52. Col. 1

K-cars to roll 2 weeks early

SAN DIEGO.—Chrysler Corp. will begin assembly of its new K-cars two weeks earlier than previously scheduled, according to Lee Iacocca, chairman.

The original assembly start dates of Aug. 12 at the Detroit Jefferson plant and Aug. 29 for the Newark (Del.) plant have been moved up to July 29 at Jefferson and Aug. 15 at Newark.

Iacocca told a luncheon meeting of the San Diego Advertising Club that the new production plan will enable Chrysler to build nearly 30,000 more K-cars in the second half of this year. "We'll assemble a total of 180,000 K-cars by the end of December," he said.

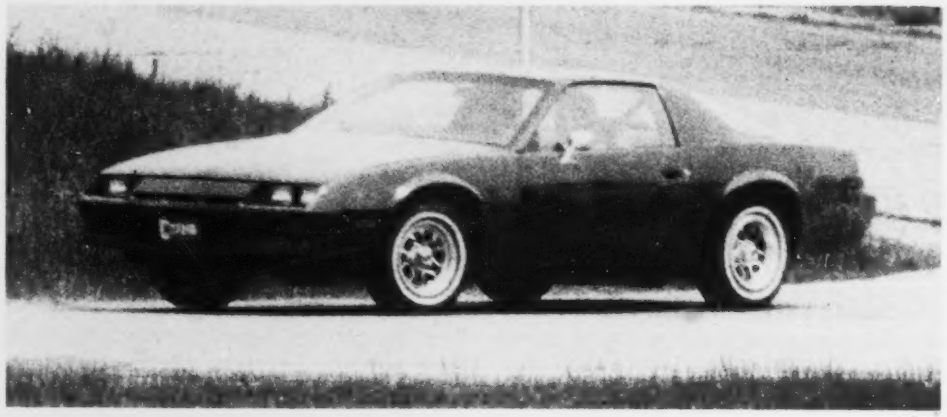
"The introduction of the K-cars represents a major step in meeting the Japanese challenge. When added to the front-wheel-drive models we already produce, Reliant and Aries will give Chrysler the capability to market nearly one million front-wheel-drive small cars a year."

Iacocca said 80 percent of the cars Chrysler will market starting in four months will be powered by four - cylinder engines and front-wheel-drive.

- Iacocca said the first 1,000 K-cars that come off the assembly line will be road-tested before shipment to customers. "We're not taking any chances when it

Continued on Page 50. Col. 1

'82 Camaro caught



J. Dunne

First complete re-do in 10 years

The 1982 Chevrolet Camaro, as this unofficial photo shows, will distinctly resemble the current model, but it will be shortened by about 18 inches and reduced by 600 to 700 pounds. It will be similar to the X-cars in size and to the current Monza in weight. The Pontiac-built four-cylinder engine will be standard, with V-6 and V-8 optional. Dual rectangular headlights are offered for first time.

Ford Escort engines rolling after test-run of 5,000 units

By Robert W. Irvin
Editor-at-Large

Ford Motor Co. began producing its new hemi-head mini-car engines again last week after a unique startup program in which the first 5,000 engines off the line were torn down for a piece-by-piece inspection.

"We did this because we're out to beat the Japanese in quality right now," said Joe Macura, Ford's engine project manager in this country for the new powerplant.

These are the 1.3 and 1.6-liter four cylinder engines for the new Ford Escort and Mercury Lynx, to be introduced in October. They are being built at the Rouge plant complex in Dearborn; the firm spent $700 million on the new engine project.

"We want this engine to be the very best we've ever built," Macura said. "So this tear down and training program was one of the trick ideas we put in place. We've never done it before.

"We used to just go into production with an engine. We would build what we called white engines and green engines and finally the blue (production) engines. But the white and green engines were a very limited sample, about 200 of each. We put them in cars and drove them."

But with the new engine, he said, "we started Job One about April 1 and built about 5,000 in the next two months. Then we stopped and tore them all down. We tore every one down in the last few weeks to see what our problems were, what were the sensitive areas in manufacturing."

In one case, they found the connecting rods needed a little more clearance for best lubrication. "Little things like that can make a big difference over the life of an engine," Macura said.

"So we did some fine tuning of equipment to correct these things we thought could cause problems," he said. The engine plant workers did the tear downs and in the process got invaluable training in the engine assembly operations.

- The parts that survived the inspection "were put back into the hopper and will be put on other engines — the ones that didn't were thrown out," he said.

All this work was finished last week and on Thursday the plant went back in production, the real start of production.

In the meantime, some of the prototype engines are still undergoing the 50,000-mile durability test required for emission certification by the EPA.

"The 1.6-liter engine has completed the 50,000-mile test and the 1.3-liter engine will be done July 2," Macura said. Then Ford will run several more cars through the 4,000 mile short test also required by EPA.

He admitted two of the eight certification cars didn't finish for one reason or another, but wouldn't explain why. He denied rumors the firm had some problems with the timing belt and engine noise.

Macura said "the timing belt is the same design" as is now used on the firm's 2.3-liter four in the Pinto-Bobcat cars. But he said the new belt "is 3.4 mm. wider, is made of the same material, the loads on it should be less and it should last longer than the 100,000 miles we expect on the 2.3 engine."

As a matter of fact, Macura said "we are running a total of 12 engines to destruction. We have already worn the cars out.

Continued on Page 50. Col. 4

breaking news

GM may phase out Cadillac plant

DETROIT. — General Motors is studying a plan to replace Cadillac Division's 60-year-old Clark St. assembly plant here with a General Motors Assembly Division facility to be built in Detroit. Assembly of Cadillacs by GMAD at the "home" plant would further integrate that division into GM. GM declined comment. GM currently builds Seville and Eldorado at the Linden (N. J.) GMAD plant and standard Cadillacs at Detroit. Seville output at Southgate (Calif.) has ended.

Rebates reach $1,000 on Triumphs, MGs

LEONIA, N. J.—A rebate plan, offering $1,000 on Triumph TR-7s, $750 on MG-Bs and $500 on Triumph Spitfires has been announced by Jaguar Rover Triumph, Inc. This is the first-ever rebate plan for JRT and covers all model years and derivatives except the soon-to-be-announced TR-7 Spider. The company will spend over $2 million in a nationwide advertising campaign to back up the program.

See BREAKING NEWS, Page 55, Col. 1

NEWSPAPER

truck industry news

4-month totals down in 7 groups

Registrations in April sink to five-year low

April registrations of new trucks of all types in the U. S. were the lowest for that month in five years, and the four-month totals were down from a year ago in seven of the eight weight classifications.

R. L. Polk & Co. reported that 220,595 trucks were registered in April, a decline of 29.9 percent from last year's 310,364 units. It was the lowest for the month since 1975 when count was 176,786.

Table on Page 32.

For the first four months, registrations were down 25.6 percent, from 1,184,771 units a year ago to 881,327. Group 7 was the only one of the eight to show an increase over 1979, and the gain was spectacular.

Because of the steady growth in the switch from gasoline to the more fuel-efficient but heavier diesel engines among medium-truck operators, the number of Group 6 mediums being registered is declining and the number of Group 7 light-heavy units is rising.

Through April, registrations of Group 7 trucks were up 87.3 percent over a year ago, from 14,969 units to 28,044. The Group 6 count, on the other hand, was down 56.2 percent to 19,831 units, compared with 45,237 in 1979.

Group 1 tallies, which have been on the rise with the increase in sales of the compact Japanese - built pickups, were down 6.1 percent for the January-April period.

The downturn reflects the continued depression in domestic light-truck sales and a leveling off in deliveries of the Japanese units because of tighter credit and the slumping economy. In

Continued on Page 30, Col. 4

GMC now is No. 2 in registrations of heavy trucks

GMC moved from third to second place ahead of International in four-month registrations of new heavy trucks in the U. S., according to R. L. Polk & Co. statistics.

International, the perennial leader in Groups 7 and 8 tallies, dropped into second place behind Ford in February. International's slump is due to a shortage of products resulting from the six-month UAW strike.

Heavy-truck registrations through April totaled 68,992 units, 375 higher than the 68,617 tallied in the comparable four-month period a year ago.

For April, however, Groups 7

Continued on Page 30, Col. 4

U. S. TRUCK REGISTRATIONS

FOUR MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	4 mos., 1980	Percent Share of '80 market	4 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	280,508	31.83	387,514	32.71	− 0.88
Chevrolet	269,208	30.55	384,492	32.45	− 1.90
Dodge	78,367	8.89	124,786	10.53	− 1.64
GMC	66,644	7.56	91,146	7.69	− 0.13
Jeep	29,894	3.39	50,802	4.29	− 0.90
International	20,996	2.38	36,536	3.08	− 0.70
Plymouth*	10,660	1.21	6,680	0.56	+ 0.65
Mack	7,718	0.88	9,794	0.83	+ 0.05
Kenworth	4,431	0.50	4,809	0.41	+ 0.09
Freightliner	4,297	0.49	4,285	0.36	+ 0.13
Peterbilt	2,811	0.32	3,227	0.27	+ 0.05
White	1,836	0.21	3,536	0.30	− 0.09
Autocar	654	0.07	663	0.06	+ 0.01
Western Star	402	0.05	365	0.03	+ 0.02
Volvo	244	0.03	204	0.03	....
Diamond Reo	28	....	....	....	....
Miscellaneous**	102,629	11.64	75,932	6.40	+ 5.24
TOTALS	881,327	100.00	1,184,771	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Hawaii, January-April, 1980.

NOTE: 1980 figures include window vans, 1979 totals do not.

U.S. HEAVY DUTY REGISTRATIONS

FOUR MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	4 mos., 1980	Percent Share of '80 market	4 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	16,618	24.09	12,304	17.93	+ 6.16
GMC	11,300	16.38	6,100	8.89	+ 7.49
International	11,202	16.24	20,233	29.49	−13.25
Mack	7,651	11.09	9,794	14.27	− 3.18
Chevrolet	6,351	9.21	2,113	3.08	+ 6.13
Kenworth	4,431	6.42	4,809	7.01	− 0.59
Freightliner	4,297	6.23	4,285	6.25	− 0.02
Peterbilt	2,811	4.08	3,227	4.70	− 0.62
White	1,836	2.66	3,536	5.15	− 2.49
Autocar	654	0.95	563	0.97	− 0.02
Western Star	402	0.58	365	0.53	+ 0.05
Volvo	244	0.34	204	0.30	+ 0.04
Diamond Reo	28	0.04	....	....	+ 0.04
Miscellaneous	1,167	1.69	982	1.43	+ 0.26
TOTALS	68,992	100.00	68,617	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Hawaii, January-April, 1980.

[redacted]

Registration overseas

BRAZIL

Cars

	1979	1978
Chrysler	12,339	14,004
Fiat	103,993	95,188
Ford	131,099	125,001
General Motors	154,548	154,334
Puma	3,320	3,345
Volkswagen	424,044	407,394
Total	829,765	799,811

MEXICO

Cars

	1979	1978
AMC	20,971	19,329
Chrysler	50,349	43,758
Ford	35,899	33,404
General Motors	25,908	22,846
Nissan	35,289	28,309
Renault	15,879	14,597
Volkswagen	82,608	64,329
Total	266,903	226,572

NIGERIA

Cars

	1979	1978
Nissan	3,244	7,036
Peugeot	34,317	24,961
Toyota	1,417	1,123
Volkswagen-Audi	19,143	24,448
Others	2,944	8,761
Total	61,065	66,329

SOUTH AFRICA

Cars

	1979	1978
Alfa Romeo	4,592	4,328
BL	3,570	8,162
BMW	8,271	7,027
Datsun	22,238	20,671
Fiat	6,803	7,286
Ford	32,781	35,976
General Motors	15,971	17,920
Mazda	28,434	17,773
Mercedes-Benz	7,433	9,292
PSA-Peugeot	19,572	23,213
Toyota	15,579	14,072
Volkswagen-Audi	44,754	36,721
Others	3,272	2,295
Total	213,270	204,736

April truck registrations are lowest in five years

Continued from Page 8

fact, sales of the imported compacts were down in both April and May.

The Group 1 count through April was 387,682 units, compared with 412,784 in the like period a year ago.

• There were 401,297 registrations in Group 2, a decline of 36.8 percent from the 635,110 units tallied in the first four months of 1979.

Recreational - vehicle manufacturers have been the major consumers of Groups 3 and 4 vehicles and the extent of the slump in the RV market is reflected dramatically in the registration figures for these two weight classes.

The Group 3 total through April was 2,549 units, off 85.8 percent from last year's 17,912. And only 143 Group 4 units were tallied over the four-month span, down 96.6 percent from last year's 4,257 units.

Although insignificant in numbers, Group 5 was the most stable group. Its four-month total of 833 units was down only 2.5 percent from last year's 854.

Registrations of Group 8 trucks dropped 23.7 percent below last year's record four-month high, from 53,648 units to 40,948.

Heavy trucks (Groups 7 and 8) were the only one of the three market segments to show an advance in registrations for the period over a year ago, and the increase was small.

Through April, the total was 68,992, up 375 units over last year's 68,617, the previous four-month high.

The light-truck segment (Groups 1 through 3) was 27.7 percent lower than a year ago, slipping from 1,065,806 to 791,528. Mediums (Groups 4 through 6) plunged 58.7 percent, skidding to 20,807 from the year-earlier 50,348.

GMC now is No. 2 in registrations of heavy trucks

Continued from Page 8

and 8 registrations were down 4.2 percent, from a record 20,281 in 1979 to 19,435. It was the second straight month in which registrations of heavies have fallen below the year-earlier count.

The sharp upturn in Group 7 registrations continued in April and the four-month total of 28,044 units was 87.3 percent higher than last year's 14,969. The big gain is due mainly to the growth in mid-range diesel sales, which is moving vehicles formerly classified as Group 6 units into Group 7.

As a result of this trend, the Group 6 count for the four months was down 56.2 percent from 1979 to 19,831 units, compared with 45,237 a year ago.

Four-month Group 8 tallies also were down sharply from a year ago. The count was 40,948 units, a decline of 23.7 percent below last year's 53,648.

• As a result of the Group 7 surge, dramatic increases in share of total industry registrations have been scored by Ford, GMC and Chevrolet.

No. 1 Ford's 16,618 registrations through April accounted for 24.09 percent of the total, an increase of 6.16 percentage points over last year's 17.93 percent on 12,304 tallies.

GMC's share was 7.49 points higher than a year ago, rising from 8.89 percent on 6,100 tallies in 1979 to 16.38 percent on 11,300 this year. Chevrolet's 6,351 units accounted for 9.21 percent this year, up 6.13 points from last year's 3.08 percent on only 2,113 units.

International lost a whopping 13.25 points in penetration over the four-month period, and unit registrations were off 44.6 percent. Through April, it had 11,202 tallies accounting for 12.24 percent of the total. A year ago, its 20,233 registrations accounted for 29.49 percent of the total.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FOUR MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**April, '80**	....	....	....	....	....	....	....	**192**	**192**
	April, '79	....	....	....	....	....	....	....	213	213
	Year to Date '80	....	....	....	....	....	....	....	**654**	**654**
	Year to Date '79	....	....	....	....	....	....	....	663	663
BROCKWAY	**April, '80**	....	....	....	....	....	....	....	**1**	**1**
	April, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**2**	**2**
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**April, '80**	**32,213**	**29,149**	**41**	....	**181**	**1,175**	**1,268**	**296**	**64,323**
	April, '79	41,225	53,604	470	....	173	2,946	144	432	98,994
	Year to Date '80	**127,706**	**129,367**	**697**	....	**630**	**4,457**	**5,162**	**1,189**	**269,208**
	Year to Date '79	157,927	210,682	2,345	....	545	10,880	674	1,439	384,492
(Memo Units)#	**April, '80**	**15,278**	**8,189**	....	....	....	....	....	....	**23,467**
	April, '79	18,858	16,021	....	....	....	....	....	....	34,879
	Year to Date '80	**61,292**	**38,951**	....	....	....	....	....	....	**100,243**
	Year to Date '79	69,650	62,206	....	....	....	....	....	....	131,856
DIAMOND REO	**April, '80**	....	....	....	....	....	....	....	**5**	**5**
	April, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**28**	**28**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**April, '80**	**8,374**	**11,937**	**448**	**48**	....	....	....	....	**20,807**
	April, '79	9,858	17,333	5,331	358	....	....	....	....	32,880
	Year to Date '80	**30,953**	**45,683**	**1,592**	**139**	....	....	....	....	**78,367**
	Year to Date '79	31,878	73,633	15,018	4,257	....	....	....	....	124,786
(Memo Units)#	**April, '80**	**5,682**	**8,202**	**349**	....	....	....	....	....	**14,233**
	April, '79	5,933	10,110	4,414	....	....	....	....	....	20,457
	Year to Date '80	**20,881**	**29,273**	**647**	....	....	....	....	....	**50,801**
	Year to Date '79	18,809	38,528	11,079	....	....	....	....	....	68,416
FORD	**April, '80**	**22,200**	**43,456**	**64**	....	....	**2,230**	**4,391**	**1,607**	**73,948**
	April, '79	25,986	65,325	59	....	....	4.285	1.253	2,076	98 984
	Year to Date '80	**86,302**	**170,743**	**246**	....	....	**6,599**	**11,460**	**5,158**	**280,508**
	Year to Date '79	96,094	260,809	118	....	....	18,189	5,037	7,267	387,514
(Memo Units)#	**April, '80**	**9,450**	**15,429**	....	....	....	....	....	....	**24,879**
	April, '79	10,405	20,296	....	....	....	....	....	....	30,701
	Year to Date '80	**37,039**	**54,861**	....	....	....	....	....	....	**91,900**
	Year to Date '79	39,517	80,428	....	....	....	....	....	....	119,945
FREIGHTLINER	**April, '80**	....	....	....	....	....	....	....	**1,264**	**1,264**
	April, '79	....	....	....	....	....	....	....	1,183	1,183
	Year to Date '80	....	....	....	....	....	....	....	**4,297**	**4,297**
	Year to Date '79	....	....	....	....	....	....	....	4,285	4,285
VOLVO	**April, '80**	....	....	....	....	....	....	**53**	....	**53**
	April, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	**210**	**34**	**244**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**April, '80**	**4,030**	**7,503**	**3**	....	**60**	**772**	**1,403**	**1,692**	**15,463**
	April, '79	5,359	13,942	268	....	98	2,268	167	1,581	23,683
	Year to Date '80	**16,974**	**34,821**	**4**	....	**191**	**3,354**	**5,580**	**5,720**	**66,644**
	Year to Date '79	21,277	55,451	410	....	300	7,608	622	5,478	91,146
(Memo Units)#	**April, '80**	**758**	**2,217**	....	....	....	....	....	....	**2,975**
	April, '79	1,044	4,219	....	....	....	....	....	....	5,263
	Year to Date '80	**3,443**	**9,990**	....	....	....	....	....	....	**13,433**
	Year to Date '79	3,979	16,507	....	....	....	....	....	....	20,486
INTERNATIONAL	**April, '80**	....	**1,033**	....	....	....	**815**	**1,033**	**1,289**	**4,170**
	April, '79	....	1,945	....	....	....	2,223	2,378	3,690	10,236
	Year to Date '80	....	**5,562**	....	....	....	**4,232**	**5,067**	**6,135**	**20,996**
	Year to Date '79	....	8,471	....	....	....	7,832	8,204	12,029	36,536
(Memo Units)#	**April, '80**	....	....	....	....	....	....	....	....	....
	April, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**April, '80**	**4,306**	**2,168**	....	....	....	....	....	....	**6,474**
	April, '79	6,436	4,970	....	....	....	....	....	....	11,406
	Year to Date '80	**18,122**	**11,772**	....	....	....	....	....	....	**29,894**
	Year to Date '79	26,999	23,803	....	....	....	....	....	....	50,802
(Memo Units)#	**April, '80**	**4,306**	**1,624**	....	....	....	....	....	....	**5,930**
	April, '79	6,436	2,275	....	....	....	....	....	....	8,711
	Year to Date '80	**18,122**	**8,784**	....	....	....	....	....	....	**26,906**
	Year to Date '79	26,999	10,556	....	....	....	....	....	....	32,555
KENWORTH	**April, '80**	....	....	....	....	....	....	....	**1,147**	**1,147**
	April, '79	....	....	....	....	....	....	....	1,268	1,268
	Year to Date '80	....	....	....	....	....	....	....	**4,431**	**4,431**
	Year to Date '79	....	....	....	....	....	....	....	4,809	4,809
MACK	**April, '80**	....	....	....	....	....	**40**	....	**2,129**	**2,169**
	April, '79	....	....	....	....	....	....	....	3,713	3,713
	Year to Date '80	....	....	....	....	....	**67**	....	**7,651**	**7,718**
	Year to Date '79	....	....	....	....	....	....	....	9,794	9,794
PETERBILT	**April, '80**	....	....	....	....	....	....	....	**782**	**782**
	April, '79	....	....	....	....	....	....	....	893	893
	Year to Date '80	....	....	....	....	....	....	....	**2,811**	**2,811**
	Year to Date '79	....	....	....	....	....	....	....	3,227	3,227
PLYMOUTH	**April, '80**	**1,883**	**901**	....	....	....	....	....	....	**2,784**
	April, '79	1,535	426	....	....	....	....	....	....	1,961
	Year to Date '80	**7,314**	**3,346**	....	....	....	....	....	....	**10,660**
	Year to Date '79	4,422	2,258	....	....	....	....	....	....	6,680
WESTERN STAR	**April, '80**	....	....	....	....	....	....	....	**97**	**97**
	April, '79	....	....	....	....	....	....	....	149	149
	Year to Date '80	....	....	....	....	....	....	....	**402**	**402**
	Year to Date '79	....	....	....	....	....	....	....	365	365
WHITE	**April, '80**	....	....	....	....	....	....	....	**451**	**451**
	April, '79	....	....	....	....	....	....	....	749	749
	Year to Date '80	....	....	....	....	....	....	....	**1,836**	**1,836**
	Year to Date '79	....	....	....	....	....	....	....	3,536	3,536
MISCELLANEOUS*	**April, '80**	**25,855**	**2**	**7**	....	**1**	**265**	**151**	**185**	**26,466**
	April, '79	23,344	1	3	....	4	308	175	217	24,052
	Year to Date '80	**100,311**	**3**	**10**	**4**	**12**	**1,122**	**565**	**602**	**102,629**
	Year to Date '79	74,187	3	21	....	9	728	432	754	76,134
TOTALS	**April, '80**	**98,861**	**96,149**	**563**	**48**	**242**	**5,297**	**8,299**	**11,136**	**220,595**
	April, '79	113,743	157,546	6.131	358	275	12.030	4.117	16.164	310.364
	Year to Date '80	**387,682**	**401,297**	**2,549**	**143**	**833**	**19,831**	**28,044**	**40,948**	**881.327**
	Year to Date '79	412,784	635,110	17,912	4,257	854	45,237	14,969	53,648	1,184,771

★—No Oklahoma registrations, 1980 and 1979; Hawaii, January-April, 1980.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks. Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

factories list auction dates

American Motors

June 24—Ohio Auto Auction, Columbus, O.

June 25—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 26—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

June 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

Chrysler Corp.

June 23—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.*; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.*

June 24—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Lemay's Recon Center, Rte. 11A W., Laconia, N. H.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp., Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

June 25—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis*; Meyer & Sons, 6464 Downing St., Denver.

June 26—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd W., Barberton, O.*; Big H Recon Center, 918 Asbury, Houston*.

June 27—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit*.

June 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.*; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

*Due to potential localized inventory shortages, these auctions are scheduled on a tentative basis. Please contact these locations before traveling to them.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

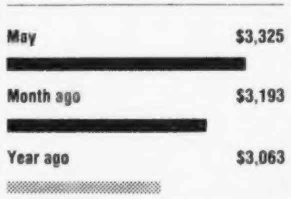
June 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

June 25—Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, New York.

June 26—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Used car sales

Auction averages



Model breakdown

Auction averages

	June To Date	May	April
1980	$5,819	$6,050	$6,322
1979	4,697	4,610	4,940
1978	3,499	3,498	3,441
1977	2,930	2,578	2,642
1976	2,305	2,177	2,052
1975	1,745	1,662	1,737
1974	1,353	1,203	1,234
1973	1,087	1,007	1,037
Overall Average	$3,325	$3,183	$3,102

Early-June new-car sales less than half of '78 pace

By Jenny L. King
Staff Correspondent

Early June domestic new-car sales continued in the well-worn trough begun over a year ago, dipping more than 20 percent from the slipping year-ago level and totaling less than one half the record sales just two years ago.

First-period June sales numbered 140,851, down 21.55 percent from 179,531 in 1979 and 283,274 in 1978. Sales resembled 1975's 157,573 and 1961's 150,596.

One hopeful sign was that the 21.55-percent decline was the smallest year-to-year drop in two months. Perhaps it was the result of widespread customer rebates at Ford Motor Co. and Chrysler Corp. dealerships. Perhaps it was the slow but steady decline of the prime interest rate.

With eight selling days in the period both this year and last, the 1980 daily selling rate of 17,606 was 21.55 percent behind the 1979 rate of 22,441.

Year-to-date sales totaled 3,029,106, down 22.82 percent from 3,924,810 last year.

Each of the five major U. S. auto makers was down in early June, ranging from a 9.21-percent drop at Volkswagen of America to a 39.29-percent decline at Chrysler. VWoA reported sales of 3,510 U.S.-built Rabbits, compared with 3,866 a year earlier. Chrysler sales dropped to 13,418 from 21,742.

General Motors sales numbered 83,387, down 19.00 percent from 102,946. Two years ago, GM's sales were 163,793, greater than the entire domestic industry this year. Ford Motor Co. reported sales of 37,236, down 21.24 percent from 47,277. American Motors estimated sales were 3,300, down 10.81 percent from 3,700.

In corporate market share, Chrysler was the only company to lose from its year-ago level. At its expense, the others inched up. GM earned 59.20 percent, up 57.34 percent last year, but below the 60-percent mark for the first time since the end of March. Ford captured 26.44 percent, up from 26.33 percent.

Chrysler sales accounted for 9.53 percent of the market, down from 12.11 percent in 1979. AMC earned an estimated 2.34 percent, up from 2.06 percent, and VWoA cornered 2.49 percent, up from 2.16 percent.

Among the 13 U. S. makes, Plymouth recorded the greatest decline, its sales down 40.33 percent from last year. Dodge sales were down 38.65 percent and Chrysler was off 34.46 percent. Mercury's 32.18-percent decline was the worst at Ford Motor Co., while Cadillac was at the bottom of the GM heap with a 29.27-percent sales drop.

Top-selling nameplates for June 1-10 were: Chevrolet Citation, 7,849; Ford Fairmont, 7,688; Chevrolet Chevette, 7,237; Ford Mustang, 6,384, and Chevrolet Malibu, 5,454. The year-ago top five were Oldsmobile Cutlass Supreme, Chevrolet Chevette, Ford Fairmont, Ford Mustang and Chevrolet Citation.

DOMESTIC SALES

	June 1-10, 1980	June 1-10, 1979
AMERICAN MOTORS	3,300†	3,700†
Chrysler	[illegible]	4,942
Plymouth	[illegible]	7,627
Dodge	[illegible]	9,173
CHRYSLER CORP.	13,418	21,742
Ford	[illegible]	34,219
Mercury	[illegible]	11,123
Lincoln	1,534	1,935
FORD MOTOR	37,236	47,277
Buick	13,050	15,882
Cadillac	3,866	5,466
Chevrolet	35,146	44,173
Oldsmobile	17,316	20,630
Pontiac	14,009	16,795
GENERAL MOTORS	83,387	102,946
VOLKSWAGEN	3,510	3,866
INDUSTRY TOTAL	140,851	179,531

†—Estimate

Down 3 pct. from previous week, 35 pct. from year ago

U.S. auto production stumbles again

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 126,822 was a drop of 3.81 percent from the 131,851 assembled in the previous week and a decline of 35.55 percent from the 196,791 built in the comparable 1979 week.

Year-to-date car output of 3,285,626 is a 29.99 percent slide from the 4,693,355 auto built by this date in 1979.

American Motors' Kenosha plant, which was down last week is scheduled to resume production on a regular basis today (June 23). AMC has 2.56 percent of year-to-date production.

Chrysler Corp. assembled 7,700 cars last week, and has 9.68 percent of the year's total. Chrysler's St. Louis point will be down this week to balance dealer inventories.

Chrysler's Newark and Jefferson plants are closed for conversion to production of 1981 K-cars.

Ford Motor Co. produced 29,075 autos last week and has 20.7 percent of year-to-date output.

Ford's St. Louis, Wayne and Wixom assembly plants were down last week.

General Motors built 85,591 units last week. GM has 64.60 percent of total auto production.

Last week, GM's Flint and Linden assembly plants were down. This week, GM's Oldsmobile plant in Lansing (Cutlass, Delta 88 and 98) will be down as well as its companion Fisher Body plant. The closing idles 7,400 workers temporarily.

Volkswagen of America, which assembled 4,375 Rabbits last week, has 3.04 percent of year-to-date production. VWoA will work regular hours this week.

Checker Motors built 81 units last week after being down the previous week. Checker has 0.05 percent of total output.

Truck production doubles for week as Ford returns

U. S. truck production last week of 27,882 rose 94.87 percent over the prior week's output of 14,308, as Ford Motor Co. reopened all but its San Jose plant. All Ford truck plants were down the previous week.

Last week's total, however, was a 54.59 percent drop from the 61,401 trucks built in the comparable 1979 week.

Year-to-date truck output of 798,991 is a decline of 57.84 percent from the 1,895,273 units assembled by this date in 1979.

All Chrysler Corp. truck assembly plants are scheduled to work regular hours this week, as they did last.

The American Motors Jeep plant in Toledo completed production of the CJ models last Friday. This week, the Wagoneer, Cherokee and light-trucks will be assembled Monday and Tuesday only. After Tuesday, Jeep Toledo will have completed all production of 1980 models.

All General Motors truck assembly plants are scheduled to work regular hours this week. Last week, three GM truck assembly points were down.

Car, truck output rises in Canada 2nd week in row

Car and truck production in Canada last week increased over the previous week's output for the second week in a row.

Last week's auto production of 21,010 rose 2.25 percent over the previous week's 20,547, but fell 13.28 percent from the 24,227 cars built in the comparable 1979 week.

Year-to-date car output of 434,543 is a 21.78 percent decline from the 555,568 units assembled by this time in 1979.

Truck output last week of 12,802 increased 17.91 percent over the previous week's 10,857. Last week's total, however, was a 19.14 percent drop from the 15,832 produced in the comparable 1979 week.

Year-to-date truck production of 272,704 is a 28.66 percent drop from the 382,239 built by this date in 1979.

Chrysler Corp.'s Windsor car assembly plant is scheduled to work regular hours next week at its current rate of 480 per day on a single shift.

Windsor car assembly will close for two weeks beginning July 14 for vacation.

Chrysler's Pillette Rd. truck assembly plant will close for five weeks beginning today (June 23) for vacation and changeover.

All Ford Motor Co. car and truck assembly plants are scheduled to work regular hours this week. Last week, Ford's Windsor engine plant was closed.

All General Motors car and truck assembly points worked regular schedules last week.

U. S. CAR PRODUCTION

	Week Ended June 21, 1980	Same Week 1979	Week Ended June 14, 1980	June to Date	Jan. 1, to June 23, 1979	Jan. 1, to June 21, 1980
AMERICAN MOTORS	....	4,650*	3,726*	6,704*	77,266	84,157*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	7,700	24,224	11,947	29,885	493,754	318,178
Plymouth Total	4,150	8,942	4,994	13,400	197,613	145,426
Horizon	3,300	3,107	3,282	9,885	83,154	78,851
Volare	....	5,443	699	1,341	109,794	50,706
'80 Gran Fury	850	....	725	1,575	....	12,130
Caravelle	....	392	286	599	4,665	3,739
Chrysler Total	150	6,197	2,630	4,507	105,195	42,376
Chrysler	150	2,404	590	740	45,032	9,833
LeBaron	....	3,793	2,040	3,767	60,163	32,543
Dodge Total	3,400	9,085	4,323	11,978	190,946	130,376
Omni	2,800	2,849	2,780	8,397	74,476	69,078
St. Regis	600	891	306	906	16,330	9,404
Diplomat	....	1,564	956	1,892	27,622	15,566
Aspen	....	3,781	281	783	72,518	36,328
FORD MOTOR	29,075	39,383	29,646	79,008	1,189,098	659,354
Ford Division	23,690	27,881	23,694	63,699	761,644	488,329
Pinto	3,521	3,887	3,698	10,980	94,123	55,781
Mustang II/Mustang	5,305	8,482	5,229	14,772	193,224	131,159
Fairmont	6,366	3,202	6,810	15,829	95,902	138,805
Granada	....	3,614	3,962	7,627	84,046	42,808
LTD II	....	700	....	....	22,707	....
Thunderbird	4,811	2,040	2,002	8,811	166,599	72,846
Ford	3,687	5,956	1,993	5,680	105,043	46,930
L-M Division	5,385	11,502	5,952	15,309	427,454	171,025
Mercury Total	5,385	11,275	5,952	15,309	331,052	155,134
Bobcat	451	1,056	326	1,051	25,127	10,309
Capri	1,428	2,561	1,440	4,166	57,418	37,703
Zephyr	1,740	650	1,950	4,847	34,517	44,052
Monarch	....	959	956	2,199	41,432	14,131
Cougar/XR7	1,766	2,889	....	1,766	105,009	23,721
Mercury	....	3,160	1,280	1,280	67,549	25,218
Lincoln Total	....	227	....	....	96,402	15,891
Lincoln	....	....	....	....	48,191	5,880
Versailles	....	227	....	....	8,743	1,861
Mark VI	....	....	....	....	39,468	8,150
GENERAL MOTORS	85,591	124,535	81,931	251,794	2,853,537	2,122,389
Buick Division	13,731	18,694	16,491	46,165	425,989	418,185
Skyhawk	....	601	....	....	12,336	....
Skylark/'79-'80	4,333	3,160	5,112	14,165	36,286	113,765
Century	3,690	1,198	3,539	10,757	28,156	92,271
Regal	4,473	6,632	4,474	13,566	148,769	110,686
Buick	1,235	5,676	2,204	5,361	164,434	77,147
Riviera	....	1,427	1,162	2,316	36,008	24,316
Cadillac Division	2,141	8,131	3,844	9,810	219,514	105,480
Seville	....	966	412	830	27,907	17,906
Cadillac	2,141	5,426	2,133	6,397	145,566	60,477
Eldorado	....	1,739	1,299	2,583	46,041	27,097
Chevrolet Division	36,947	52,469	34,510	108,413	1,204,355	889,941
Chevette	9,655	9,393	9,639	28,742	197,616	224,632
Monza	4,153	3,374	3,594	11,660	77,473	85,013
Camaro	2,540	6,114	2,492	7,507	151,366	65,928
Nova/Citation	9,429	8,172	9,377	28,789	110,650	234,880
Malibu	6,770	8,736	4,944	18,371	215,022	136,580
Monte Carlo	1,200	4,161	1,270	3,777	134,916	55,221
Chevrolet	2,400	11,550	2,396	7,178	293,400	65,765
Corvette	800	969	798	2,389	23,912	21,922
Oldsmobile Division	19,024	26,922	15,455	50,209	590,443	412,635
Starfire	....	472	....	....	10,553	....
Omega/'79-'80	2,254	1,600	2,725	6,284	17,102	59,899
Cutlass	10,820	14,766	7,857	28,381	291,552	205,229
Oldsmobile	5,950	8,816	4,045	14,054	236,532	127,033
Toronado	....	1,268	828	1,490	34,704	20,474
Pontiac Division	13,748	18,319	11,631	37,197	413,236	296,148
Acadian†	360	463	315	1,091	10,720	12,753
Sunbird	3,766	2,315	2,852	9,678	50,463	75,491
Phoenix/'79-'80	2,932	2,393	2,851	8,877	31,543	68,403
Firebird	1,540	4,525	1,577	4,653	113,531	43,529
LeMans	1,720	2,092	2,393	6,262	52,590	31,346
Grand Prix	2,240	2,632	1,643	5,446	55,167	30,808
Pontiac	1,190	3,899	....	1,190	99,222	33,818
VOLKSWAGEN	4,375	3,885	4,601	13,676	77,427	99,974
CHECKER	81*	114	....	167	2,273	1,574
Total Cars, N. S.	126,822	196,791	131,851	381,234	4,693,355	3,285,626

CANADIAN CAR PRODUCTION

	Week Ended June 21, 1980	Same Week 1979	Week Ended June 14, 1980	June to Date	Jan. 1, to June 23, 1979	Jan. 1, to June 21, 1980
CHRYSLER CORP.	2,400	3,844	2,273	6,845	73,274	34,594
FORD MOTOR	6,465	7,650	6,246	19,329	169,085	131,516
GENERAL MOTORS	11,920	12,553	11,826	31,634	308,821	263,203
VOLVO	225	180	202	427	4,388	5,230
Total Cars, Canada	21,010	24,227	20,547	58,235	555,568	434,543
N. American Cars	147,832	221,018	152,398	439,469	5,248,923	3,720,169
N. American Trucks	40,684	77,233	25,165	99,357	2,277,512	1,071,695
North American Cars and Trucks	188,516	298,251	177,563	538,826	7,526,435	4,791,864

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 21, 1980	Same Week 1979	Week Ended June 14, 1980	June to Date	Jan. 1, to June 23, 1979	Jan. 1, to June 21, 1980
CHEVROLET	5,732	20,583	4,095	15,669	589,543	247,086
DODGE/PLYMOUTH	4,300	7,811	4,329	12,368	237,935	77,259
FORD	11,843	19,685	....	14,985	676,632	281,321
GMC	....	8,018	....	3,201	182,486	78,563
INTERNATIONAL	2,485	3,271	2,486	7,408	74,617	21,364
MACK	445	711	529	1,398	18,762	13,014
JEEP	1,428*	....	1,428*	5,356*	81,546*	41,189*
AM CORP.	143*	472*	143*	570*	12,482*	4,424*
VOLKSWAGEN	625	....	648	1,936	....	14,110
MISCELLANEOUS	881*	850	650	2,181	21,270	20,661
Total Trucks, U. S.	27,882	61,401	14,308	65,072	1,895,273	798,991

CANADIAN TRUCK PRODUCTION

	Week Ended June 21, 1980	Same Week 1979	Week Ended June 14, 1980	June to Date	Jan. 1, to June 23, 1979	Jan. 1, to June 21, 1980
CHRYSLER CORP.	1,997	1,579	1,699	5,204	40,117	22,536
FORD MOTOR	3,720	6,211	3,885	11,427	142,507	95,552
GENERAL MOTORS	6,570	6,266	4,835	16,193	155,153	134,079
AMERICAN MOTORS	....	1,218	....	....	31,693	11,644
INTERNATIONAL	475	468	397	1,348	10,879	7,661
MACK	40	90	41	113	1,890	1,232
Total Trucks, Canada	12.802	15.832	10,857	34,285	382,239	272,704
N. American Trucks	40,684	77,233	25,165	99,357	2,277,512	1,071,695

**—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Coming attraction

'81 Mazda GLC

A sneak preview of the new front-drive Mazda GLC shows the crisper body lines and squared-off appearance of the '81 model, which has gone into production in Japan. Body styles include two-door and four-door hatchbacks and, at mid-year, a notchback sedan; no wagon is planned. Engine displacement has been hiked to 1.5 liters. Transaxle choices include four-speed and five-speed overdrive and three-speed automatic. An early October introduction is planned for the U. S.

House OK's resolution for action on imports

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House has now joined the Senate in voting a resolution its sponsors hope will give notice to the Carter Administration, the Japanese auto makers and the Japanese government that the current situation with the U. S. auto industry cannot continue.

Passed by a unanimous voice vote it calls for a comprehensive national strategy to restore the strength of the American auto industry and re-employ its workers and a dedication to "regain world technological superiority and leadership in the production of cars and trucks."

"Passage of this resolution in resounding fashion will make it clear to the Administration that both houses of Congress expect to be presented with a positive, comprehensive program addressing the needs of the automobile industry and its workers," said Majority Whip John Brademas, of Indiana.

The Carter Administration is now in the final stages of developing a comprehensive auto strategy aimed at doing just what the House and Senate resolutions are aiming at.

Generally it is expected to include faster depreciation for auto manufacturing equipment and special tools, guaranteed loans to dealers by the Small Business Administration, relaxation of or delays in certain NHTSA and EPA regulations, tax incentives to buy American and possibly a call for voluntary import restrictions on Japanese autos and trucks to the 1979 level of 1.6 million.

Transportation Secretary Neil Goldschmidt, who is leading the Administration effort, said last week that import restrictions of that order could put as many as 70,000 to 150,000 workers back on the job and boost U. S. car sales by 500,000 but also add to inflation pressure by likely raising the price of these cars by as much as $500.

- Though Goldschmidt is known to favor import quotas, knowledgeable sources indicate this position has yet to be accepted by the White House Economic Policy Group which is doing the work on the auto policy paper.

Instead, they were at last reports still sticking by the position of pressuring the Japanese to open their markets and/or move some of their manufacturing facilities here, arguing that free trade will in the long run be more beneficial to the U. S. auto industry than short-term import quotas.

Indeed, President Carter, at the European Economic Conference in Venice, again told the Japanese that production facilities in the U. S. would be a far better move than increasing production capacity in Japan.

Later this week, the President is expected to settle on just what the Administration's auto policy will be. Before announcing it, however, he is expected to have another round of meetings with auto industry executives and the automobile dealers.

Meanwhile, the domestic auto makers continued in their year-long slump with mid-June sales reported 27.50 percent below last year's levels and the annual sales rate hovering at just 5.8 million cars.

NEWSPAPER

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Iacocca exuberant as cash spigot opens

New life for Chrysler!

By Edward Lapham
Financial Editor

NEW YORK.—Chrysler Corp. is back from the brink, Chairman Lee Iacocca told a press conference at the Waldorf-Astoria Hotel here.

An obviously invigorated Iacocca was in top form when he told reporters the company will "turn black in the fourth quarter," avoid bankruptcy and "give everybody a run for their money."

Moments earlier, Iacocca had accepted a symbolic check for $496.75 million from James D. Wolfensohn, of Salomon Brothers, one of the investment banking firms which underwrote the $500 million offering of federally backed notes for Chrysler.

The real funds transaction took place one day earlier after a quick subscription of the 10.35-percent-interest notes sold in multiples of $5,000. The underwriters kept $3.25 million in fees.

"The financial episode is over," Iacocca said. He said he "violently disagrees" with those critics who have termed the federal loan guarantees as a "band-aid."

It was almost a year to the day since former Chrysler Chairman John J. Riccardo first talked to the former Treasury secretary about relief via tax credits.

- Iacocca maintained steadfastly that this is a new era for Chrysler. He also signaled an end to the days of reserved, passive soul-baring. "I'm not going to talk about how our relations with the banks are going any more," he said.

The Chrysler chairman did talk again about his suggestion that a temporary fix to the import "problem" would be for the Japanese auto makers to voluntarily eliminate assembly plant overtime.

"Everybody's talking about reindustrialization and tri-partite industry," Iacocca said. "What that means is to stop the adversary stuff.

"The adversary in cars is Japan. The adversary is not the union or the government, the way it has been for a couple of decades," he said.

Iacocca said the new Chrysler arrangement, with UAW President Douglas Fraser on the Chrysler board and the government involvement already constitutes a tri-partite system.

Even as Iacocca touted Chrysler's survival prospects, he said that the auto maker would not be alone in red ink. He said GM and Ford are going to announce losses "that will stagger your imagination."

Iacocca also felt free to take some additional shots. When asked about auto company "bad management" because of the product mix which does not suit the current market, Iacocca struck at Ford.

"I can't accept that for this company," he said. "But I can for other companies I've been with. They're in trouble now too."

His reference was to a reported market strategy fallout he had with then Ford Chairman Henry Ford II which eventually lead to Iacocca's 1978 firing as Ford president. Iacocca is reported to have favored a small-car development program but was overruled by Henry Ford who put the capital into larger cars.

Iacocca said Chrysler will need to draw down another $250 to $300 million in federally guar-

Continued on Page 49, Col. 1

breaking news

Chrysler queries Mitsubishi on L-car engines

DETROIT.—Chrysler Corp. has asked Mitsubishi to supply up to 300,000 engines a year for the U. S. auto maker's redesigned L-car (Omni/Horizon), due to reach the market in the fall of 1984, according to reports in Tokyo. The '85 model reportedly will be based on the front-drive Colt/Champ, which is built in Japan by Mitsubishi. Chrysler has also asked Mitsubishi for technical help in launching a subcompact pickup in 1982.

GM may build new Buick plant

FLINT. — General Motors may build a three-million-square-foot assembly plant near Flint to combine its two Buick Division plants and Fisher Body facility here. GM has filed for an air quality permit with the Department of Natural Resources for the site. The plant would produce about 75 cars per hour and employ about 6,000 workers. Construction would start next April and the plant would be completed by 1983 in time for the 1984 model run.

GM two-seater project moves ahead

DETROIT.—Latest news on GM's mid-engine, two-passenger car program is that Pontiac will develop a notchback while Chevrolet has been assigned a fastback version of the sporty fiberglass car. Both will bow as 1983 models and reportedly will feature four-wheel disk brakes, pop-up head-

See BREAKING NEWS, Page 50, Col. 1

Changes could save half a billion dollars, it tells U. S.

Ford seeks 'adjustments' in rules

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Ford Motor Co.'s most recent approach to curbing regulation is what it calls "mid-stream adjustments," not "major changes in direction" and not a "moratorium" nor a "significant rollback" as was called for during the last recession.

The Ford paper deals only with what Ford says can be achieved administratively and not with all the regulations Ford would like changed. It could nonetheless reduce Ford's projected investment requirements for the 1982-84 model year period by roughly half a billion dollars.

Not surprisingly, the recommendations include scaling back bumper requirements from 5 MPH to 2.5 MPH which may occur not by administrative action but by congressional action; deferring the passive restraint standard by a minimum of one year; withdrawing EPA's high-altitude requirements; eliminating some requirements but not changing numbers for 1983 light-truck emissions; drastic changes in proposed 1984 heavy-duty engine emission regulations; changes in the 1982 EPA parameter adjustment regulations; delaying medium and heavy-truck noise regulations; deferral of odometer tampering regulations; reducing requirements for light-truck braking; eliminating fuel economy standards for light trucks beyond the 1982 model, and—surprisingly—dropping the dynamic testing for automatic belts.

- Like the General Motors' recommendations which recently became available. Ford's paper was circulated within the agencies and sent to the White House. But its coverage is more limited —Ford talks only of EPA and NHTSA regulations — and its cost calculations are somewhat different.

While GM used investment figures and cost to buyers of GM vehicles, Ford uses its in-

Continued on Page 52, Col. 1

783,741 total is lowest for April since 1975

New-car registrations plummet

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in April fell to the lowest level for that month since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in April totaled 783,741, down 18.00 percent from 955,807 a year earlier and the lowest since 581,304 in recession-marred 1975.

For the first time since last September, registrations of new imports failed to set a monthly record in April and, in fact, were down. April import registrations totaled 220,704, down 3.76 percent from 229,334 a year earlier.

But lest anyone shed a tear for the imports, it should be noted that this April's total was the third highest for any month in history. And domestic registrations of 563,037 in April were down 22.50 percent from 726,473 a year earlier.

For the first four months of 1980, new-car registrations totaled 3,029,414, down 10.51 percent from 3,385,102 last year.

American Motors and General Motors increased their market shares in April compared with a year earlier, as did the imports and miscellaneous domestic lines.

AMC boosted its share of registrations 0.27 of a percentage point to 1.79 percent, while GM was up 0.53 of a point to 45.00 percent. Import penetration was 28.16 percent, up 4.17 points from a year earlier, and miscellaneous domestic lines accounted for 0.05 percent, up 0.01 of a point.

Ford Motor Co. suffered the biggest market share loss, down

Continued on Page 38, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	APRIL					FOUR MONTHS				
	Regis., Apr., 1980	Percent Share of Market	Regis., Apr., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 4 mos., 1980	Percent Share of Market	Regis., 4 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	153,921	19.64	186,768	19.54	+ 0.10	615,985	20.33	669,913	19.79	+ 0.54
Ford	102,990	13.14	140,695	14.72	− 1.58	383,431	12.66	520,758	15.39	− 2.73
Oldsmobile	70,670	9.02	81,975	8.58	+ 0.44	263,835	8.71	298,389	8.81	− 0.10
Buick	58,624	7.48	58,853	6.16	+ 1.32	226,072	7.46	216,604	6.40	+ 1.06
Pontiac	52,387	6.68	69,111	7.23	− 0.55	207,024	6.84	255,778	7.56	− 0.72
Mercury	30,592	3.90	47,783	5.00	− 1.10	121,384	4.01	177,841	5.25	− 1.24
Dodge	22,367	2.85	34,566	3.62	− 0.77	85,447	2.82	129,906	3.84	− 1.02
Plymouth	20,023	2.55	31,961	3.34	− 0.79	79,510	2.62	118,378	3.50	− 0.88
Cadillac	17,060	2.18	28,327	2.96	− 0.78	77,261	2.55	110,170	3.25	− 0.70
AMC	13,994	1.79	14,529	1.52	+ 0.27	55,482	1.83	43,151	1.27	+ 0.56
Chrysler	13,626	1.74	19,565	2.05	− 0.31	51,061	1.69	78,216	2.31	− 0.62
Lincoln	6,425	0.82	11,968	1.25	− 0.43	27,677	0.91	50,901	1.50	− 0.59
GENERAL MOTORS	352,662	45.00	425,034	44.47	+ 0.53	1,390,177	45.89	1,550,854	45.81	+ 0.08
FORD MOTOR CO	140,007	17.86	200,446	20.97	− 3.11	532,492	17.58	749,500	22.14	− 4.56
CHRYSLER CORP	56,016	7.14	86,092	9.01	− 1.87	216,018	7.13	326,500	9.65	− 2.52
AMERICAN MOTORS	13,994	1.79	14,529	1.52	+ 0.27	55,482	1.83	43,151	1.27	+ 0.56
IMPORTS	220,704	28.16	229,334	23.99	+ 4.17	834,103	27.53	713,766	21.09	+ 6.44
MISCELLANEOUS	358	0.05	372	0.04	+ 0.01	1,142	0.04	1,331	0.04	....
TOTAL	783,741		955,807			3,029,414		3,385,102		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma, delayed for Hawaii.

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55th year — No. 4816

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783,741 total is lowest for April since 1975

New-car registrations plummet

Continued from Page 3

3.11 points to 17.86 percent. Chrysler was off 1.87 points to 7.14 percent.

Excluding imports, domestic-only registrations in April were divided this way: GM, 62.64 percent; Ford Motor Co., 24.87 percent; Chrysler Corp., 9.95 percent; AMC, 2.48 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.09 percent, Ford Motor Co., 25.07 percent; Chrysler Corp., 10.21 percent; AMC, 2.58 percent, and miscellaneous, 0.05 percent.

By size segments, compacts and imports increased their shares of the April total, while subcompacts actually declined slightly. Larger declines were posted by the standard luxury and intermediate segments.

Imports took the biggest chunk of the market—28.16 percent — and also registered the biggest gain in market share, 5.99 percentage points. Compacts were up 2.50 points to 22.27 percent and now constitute the second largest market segment.

Subcompacts were off 0.16 points to 13.04 percent of the total, while standards suffered the largest decline, off 4.93 points to 11.03 percent. Luxury cars were down 1.68 points to 4.20 percent and intermediates were off 0.63 of a point to 21.30 percent.

Registrations by size class in April were: Subcompact, 102,202; compact, 174,584; intermediate, 166,939; standard, 86,415; luxury, 32,897, and import, 220,704.

The top 20 domestic nameplates in registrations in April were:

1—Chevrolet Chevette	35,925
2—Chevrolet Citation	33,727
3—Ford Fairmont	30,720
4—Chevrolet Malibu	23,808
5—Ford Mustang	23,741
6—Olds Cutlass Supreme	22,175
7—Standard Chevrolet	20,424
8—Olds Cutlass	18,779
9—Standard Oldsmobile	18,440
10—Buick Regal	15,627
11—Standard Ford	15,556
12—Buick Skylark	14,661
13—Chevrolet Monte Carlo	13,631
14—Ford Thunderbird	13,545
15—Ford Pinto	12,943
16—Chevrolet Monza	12,486
17—Buick Century	12,208
18—Standard Buick	12,133
19—Pontiac Sunbird	11,357
20—Plymouth Horizon	11,014

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

APRIL '80 VS. APRIL '79

	1980		1979	
	APRIL	YEAR	APRIL	YEAR
AMX Spirit/AMX	4,999	19,536	4,859	14,011
Concord	5,087	18,044	7,048	20,298
Concord Station Wagon	1,226	5,260	1,584	5,174
Eagle 4 WD	864	4,723		
Eagle Station Wagon	1,560	6,631		
Pacer	71	395	351	1,133
Pacer Station Wagon	187	893	637	2,185
Matador			33	241
Matador Station Wagon			17	109
Total American Motors Corp.	13,994	55,482	14,529	43,151
Chrysler LeBaron	6,023	20,139	6,561	27,048
LeBaron Station Wagon	890	2,976	1,141	4,809
Cordoba	4,159	16,142	3,748	18,739
Newport	1,050	4,663	5,384	16,934
New Yorker	1,504	7,141	2,731	10,686
Total	13,626	51,061	19,565	78,216
Plymouth Horizon	11,014	47,012	15,620	60,623
Voyager			780	3,262
Volare	6,282	23,363	11,474	39,392
Volare Station Wagor	1,203	5,538	3,722	12,817
Fury			355	2,191
Fury Station Wagon			10	93
Gran Fury	1,524	3,597		
Total	20,023	79,510	31,961	118,378
Dodge Omni	9,179	38,456	13,044	50,203
Aspen	4,435	17,377	7,585	25,946
Aspen Station Wagon	955	4,074	2,785	9,854
Sportsman			2,631	10,399
Monaco			439	2,161
Monaco Station Wagon			13	82
Diplomat	2,891	9,282	3,000	13,098
Diplomat Station Wagon	480	1,629	539	2,232
Magnum XE/Mirada	2,868	9,504	1,770	8,351
St. Regis	1,559	5,125	2,760	7.580
Total	22,367	85,447	34,566	129,906
Total Chrysler Corp.	56,016	216,018	86,092	326,500
Ford Pinto	10,120	39,210	14,499	48,532
Pinto Station Wagon	2,823	11,357	5,750	19,430
Fairmont	21,998	83,371	23,218	80,147
Fairmont Station Wagon	8,722	26,810	8,023	28,332
Granada	6,140	25,439	13,497	51,326
Club Wagon			4,220	14,750
LTD II	345	1,892	2,687	15,475
LTD	10,238	34,204	17,661	76,917
LTD Crown Victoria	2,532	7,508		
Ford Station Wagon	2,786	9,965	4,241	19,000
Mustang	23,741	83,168	29,830	97,803
Thunderbird	13,545	60,507	17,069	69,046
Total	102,990	383,431	140,695	520,758
Lincoln Continental	2,786	11,291	6,243	26,125
Continental Mark	3,071	14,196	4,514	19,647
Versailles	568	2,190	1,211	5,129
Total	6,425	27,677	11,968	50,901
Mercury Bobcat	2,393	9,125	3,503	12,553
Bobcat Station Wagon	477	1,999	980	3,426
Zephyr	6,549	25,729	7,483	26,930
Zephyr Station Wagon	1,988	6,235	1,879	6,556
Monarch	2,222	9,841	5,599	20,176
Marquis	1,227	4,766	2,467	9,388
Marquis Brougham	1,081	4,422	2,077	8,359
Grand Marquis	1,980	7,110	2,399	10,753
Marquis Station Wagon	896	3,048	1,178	5,051
Cougar/XR7	5,305	26,020	10,892	44,473
Capri	6,474	23,089	9,326	30,176
Total	30,592	121,384	47,783	177,841
Lincoln-Mercury Division	37,017	149,061	59,751	228,742
Total Ford Motor Co.	140,007	532,492	200,446	749,500
Buick Skyhawk	733	3,416	1,724	5,648
Skylark	14,661	54,745	5,409	17,895
Century	10,805	37,664	2,031	8,458
Regal	15,627	59,503	22,553	80,558
Century Station Wagon	1,403	5,465	2,510	8,792
LeSabre	2,566	8,939	2,717	9,890
LeSabre Limited	4,192	18,867	7,829	30,595
Electra 225	4,529	20,063	7,307	30,541
Buick Station Wagon	846	3,860	1,648	5,907
Riviera	3,262	13,550	5,125	18,320
Total	58,624	226,072	58,853	216,604
Cadillac deVille	7,592	36,168	14,964	59,059
Fleetwood & Chassis	2,151	10,474	3,274	13,217
Eldorado	4,145	16,653	6,129	21,669
Seville	3,172	13,966	3,960	16,225
Total	17,060	77,261	28,327	110,170
Chevrolet Chevette	35,925	138,205	34,295	110,785
Camaro	10,763	41,784	20,133	77,404
Monza	12,448	46,502	12,691	44,382
Monza Station Wagon	38	292	1,867	7,315
Citation	33,727	126,788	16,256	50,309
Sportvan			2,774	10,574
Malibu	18,307	64,851	22,551	81,856
Malibu Station Wagon	5,501	21,285	9,196	32,302
Monte Carlo	13,631	55,209	23,894	86,545
Impala	6,912	34,264	14,839	55,153
Caprice	8,941	50,442	16,535	67,133
Chevrolet Station Wagon	4,571	24,603	8,100	32,971
Corvette	3,157	11,760	3,637	13,187
Total	153,921	615,985	186,768	669,913
Oldsmobile Starfire	696	3,792	1,847	6,490
Omega	7,587	26,374	2,206	8,319
Cutlass Salon	15,876	55,413	3,908	15,682
Cutlass Supreme/Calais	22,175	81,710	35,663	126,695
Cutlass Station Wagon	2,903	10,220	3,899	14,351
Delta 88	1,766	6,856	3,189	11,707
Delta 88 Royale	9,593	37,244	15,771	56,236
98	5,389	22,419	7,869	32,219
Oldsmobile Station Wagon	1,692	7,257	3,029	9,922
Toronado	2,993	12,550	4,594	16,768
Total	70,670	263,835	81,975	298,389
Pontiac Sunbird	11,350	39,901	8,543	28,584
Sunbird Station Wagon	7	46	308	1,370
Phoenix	8,239	30,684	4,150	13,995
LeMans	4,560	19,018	7,193	27,662
LeMans Station Wagon	2,027	8,761	3,497	11,522
Catalina	1,050	5,082	2,300	8,943
Bonneville	3,933	16,252	7,286	27,005
Bonneville Brougham	2,719	12,706	3,241	12,857
Pontiac Station Wagon	981	4,926	2,146	8,269
Grand Prix	9,256	38,197	15,289	58,458
Firebird	8,265	31,451	15,158	57,113
Total	52,387	207,024	69,111	255,778
Total General Motors	352,662	1,390,177	425,034	1,550,854
(Checker)	324	1,012	334	1,214
Miscellaneous Domestic Total	358	1,142	372	1,331
Domestic Station Wagon Total	44,162	173,130	79,104	290,856
Domestic Grand Total	563,037	2,195,311	726,473	2,671,336
Import Total	220,704	834,103	229,334	713,766
Grand Total All Registrations	783,741	3,029,414	955,807	3,385,102

Registrations not available for Oklahoma.

Domestic deliveries 27 pct. below last year

Mid-June sales lowest since 1961

By Jenny L. King
Staff Writer

Domestic new-car sales in the middle 10 days of June fell to the lowest level for that period since 1961.

June 11-20 sales totaled 187,379, down 27.50 percent from 258,468 in the similar period last year. The most recent showing was a lot closer to the 131,848 total of 1958 — lowest mid-June total since AUTOMOTIVE NEWS began tabulating 10-day reports —than to the record 311,044 of 1973.

With nine selling days both this year and last, the June 11-20 daily selling rate was 20,820, compared with 28,719 a year ago. The daily selling rate through June 20 was 22,031, based on 146 selling days this year.

Of the five major U. S. auto makers, only Volkswagen of America showed a sales gain in mid - June, up 2.76 percent to 5,320 from 5,177. The declines ranged from American Motors' estimated 18.87 percent to Chrysler's 41.05 percent.

AMC's estimated mid-June sales were 4,300, down from 5,300 last year. Chrysler dropped to 16,489 from 27,971. Ford sales declined 30.95 percent to 44,256 from 64,092, and General Motors slipped 24.96 percent to 117,014 from 155,928.

General Motors increased its share of the market to 62.45 percent from 60.33 percent last year. VWoA climbed to 2.84 percent from 2,00 percent and AMC edged up to an estimated 2.29 percent from 2.05 percent a year earlier.

Ford sales accounted for 23.62 percent of the market, down a percentage point from 24.80 percent in 1979. Chrysler fell back to 8.80 percent from 10.82 percent.

- Buick joined Volkswagen in the winner's circle: They were the only two makes to post sales gains for the period. Buick was up 5.64 percent to 19,144 from 18,122, with its Skylark, Century and Electra nameplates surpassing year-ago sales.

Chrysler sales dropped 40.06 percent from last year, Plymouth was down 42.96 percent and Dodge fell 39.99 percent.

Mercury sales were only one-half their 1979 level, down 45.00 percent to 7,914 from 14,388. Ford sales skidded 27.11 percent and Lincoln sales fell 22.05 percent.

Chevrolet was GM's biggest loser, its sales off 36.79 percent from 1979. Cadillac sales dropped 30.54 percent, Pontiac was down 23.58 percent and Oldsmobile declined 18.93 percent.

The five top-selling nameplates for mid-June included a newcomer, Oldsmobile Cutlass, which captured fourth place with sales of 8,643. Cutlass Supreme was first, at 10,612, followed by Chevrolet Citation at 9,549, Chevrolet Chevette at 8,732, Oldsmobile Cutlass and Ford Fairmont at 8,568.

Year-to-date sales totaled 3,216,485, down 23.11 percent from the 4,183,278 posted through June 20, 1979.

DOMESTIC SALES

	June 11-20, 1980	June 11-20, 1979
AMERICAN MOTORS	4,300†	5,300†
Chrysler	3,848	6,421
Plymouth	5,581	9,785
Dodge	7,060	11,765
CHRYSLER CORP.	16,489	27,971
Ford	34,617	47,491
Mercury	7,914	14,388
Lincoln	1,725	2,213
FORD MOTOR	44,256	64,092
Buick	19,144	18,122
Cadillac	5,185	7,465
Chevrolet	42,145	66,678
Oldsmobile	32,884	40,560
Pontiac	17,656	23,103
GENERAL MOTORS	117,014	155,928
VOLKSWAGEN	5,320	5,177
INDUSTRY TOTAL	187,379	258,468

†—Estimate

TOP CARS

U. S. new-car registrations for the first four months of 1980. Registrations not available for Oklahoma, delayed for Hawaii.

1980 Pos.		Make		1979 Pos.
1—	615,985	Chevrolet	669,913—	1
2—	383,431	Ford	520,758—	2
3—	263,835	Oldsmobile	298,389—	3
4—	226,072	Buick	216,604—	5
5—	207,024	Pontiac	255,778—	4
6—	196,176	Toyota	129,687—	8
7—	176,009	Datsun	124,164—	9
8—	121,384	Mercury	177,841—	6
9—	112,305	Honda	111,660—	11
10—	85,447	Dodge	129,906—	7
11—	79,510	Plymouth	118,378—	10
12—	79,017	VW	102,264—	13
13—	77,261	Cadillac	110,170—	12
14—	55,482	AMC	43,151—	16
15—	51,061	Chrysler	78,216—	14
16—	49,156	Mazda	39,170—	17
17—	37,080	Subaru	30,429—	18
18—	27,677	Lincoln	50,901—	15
19—	25,527	Fiesta	22,854—	19
20—	23,818	Arrow	....	
21—	22,989	Colt	17,425—	21
22—	17,099	Mercedes	....	
	....	Fiat	17,833—	20
	....	Volvo	16,691—	22
	94,927	Other Imports	101,589	
	1,142	Misc. Dom.	1,331	
	3,029,414	Total All Makes	3,385,102	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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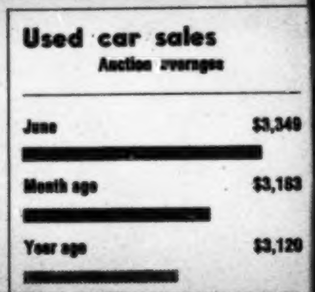
Where auto market was in May

	Total Sales	Pct. of Total
SUBCOMPACT	96,728	13.91
COMPACT	154,919	22.27
INTERMEDIATE	138,586	19.92
STANDARD	77,481	11.14
LUXURY	30,711	4.41
IMPORT	197,181	28.35
TOTAL	695,606	100.00

Used car sales

Auction averages



Model breakdown

Auction averages

	June	May	April
1980…………	$5,821	$6,050	$6,322
1979…………	4,650	4,610	4,940
1978…………	3,501	3,498	3,441
1977…………	2,981	2,578	2,642
1976…………	2,328	2,177	2,052
1975…………	1,772	1,862	1,737
1974…………	1,343	1,203	1,234
1973…………	1,084	1,007	1,037
Overall Average	$3,349	$3,183	$3,102

BEST AVAILABLE COPY

U. S. makers plan 414,322 cars

July schedule is lowest since 1972

By Michele Raquepau
Staff Writer

With plant closings beginning in July for changeover to 1981 models, U. S. auto makers scheduled production of 414,322 units for the month. This is a 29.52 percent drop from the 587,874 assembled in July of 1979.

The July forecast figure is the lowest production for the month since the 389,040 built in July of 1972.

Every domestic auto maker has planned production below July, 1979, output, except for Volkswagen of America. VWoA has scheduled 19,250 Rabbits for the month, an increase of 71.31 percent over the 11,237 built in July of 1979.

General Motors plans to assemble 312,000 cars in July, a drop of 17.59 percent from the 378,615 for the month last year.

Ford Motor Co. intends to build 44,000 autos next month, a 65.92 percent decline from the 129,091 of July, 1979.

Chrysler Corp. plans to build 35,000 cars, a 41.93 percent slide from the 60,273 produced in July of 1979.

American Motors' Kenosha plant, which is scheduled to work only nine days in July, will build 4,000 units, a decline of 51.55 percent from the 8,256 of July last year.

And Checker Motors, which closes July 3 and reopens Aug. 1 will assemble 72 units, a drop of 82.09 percent from the 402 of July, 1979.

- Production last week of 124,498 rose a slight 0.37 percent over the previous week's 124,044, but dropped 33.53 percent from the 187,308 of the comparable 1979 week.

Year-to-date output of 3,407,346 is a decline of 30.23 percent from the 4,883,880 built by this date in 1979.

AMC built 3,726 cars last week and is scheduled to work regular hours this week. When AMC's Kenosha plant, which will be down most of July, reopens July 21, production will begin at 455 units per day, or one half normal production.

All Chrysler auto assembly plants are working regular schedules this week. Chrysler's Newark and Jefferson plants are down for changeover to K-cars and its Lynch Rd. point is scheduled to close July 9. Chrysler assembled 7,760 cars last week.

GM produced 83,205 units last week. All GM auto assembly plants are scheduled to work regular hours this week, and Oklahoma City, Tarrytown and Willow Run will work six days this week.

Ford Motor Co. built 25,351 autos last week. Ford's Louisville and Lorain assembly plants will be down this week for the second of two weeks.

VWoA assembled 4,375 Rabbits last week, and Checker's output was 81 units.

U. S. CAR PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
AMERICAN MOTORS	3,726*	4,650*		10,430	81,915*	87,883*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	7,760	24,200	7,342	37,287	517,578	325,580
Plymouth Total	4,020	9,518	3,878	17,148	206,315	149,174
Horizon	3,370	3,092	3,102	13,057	86,221	82,023
Volare		6,028		1,341	115,027	50,706
'80 Gran Fury	650		776	2,151		12,706
Caravelle		398		599	5,067	3,739
Chrysler Total	480	5,473	277	5,114	111,207	42,983
Chrysler	480	2,586	277	1,347	47,571	10,440
LeBaron		2,887		3,767	63,636	32,543
Dodge Total	3,260	9,209	3,187	15,025	200,056	133,423
Omni	2,750	2,988	2,614	10,961	77,325	71,642
St. Regis	510	586	573	1,389	17,201	9,887
Diplomat		1,296		1,892	29,246	15,566
Aspen		4,339		783	76,284	36,328
FORD MOTOR	25,351	34,029	28,622	103,906	1,222,332	684,252
Ford Division	18,554	25,586	23,004	81,567	786,402	506,197
Pinto	3,514	4,453	3,569	14,542	98,556	59,343
Mustang II/Mustang	4,211	8,588	4,994	18,672	201,830	135,059
Fairmont	2,750	5,405	5,922	18,135	101,429	141,111
Granada	4,063	1,165		11,690	85,273	46,871
LTD II					22,746	
Thunderbird	2,000	5,489	4,808	10,808	171,044	74,843
Ford	2,016	486	3,711	7,720	105,524	48,970
L-M Division	6,797	8,443	5,618	22,339	435,930	178,055
Mercury Total	5,476	8,443	5,618	21,018	339,437	160,843
Bobcat	486	1,126	403	1,489	26,293	10,747
Capri	1,297	2,637	1,617	5,652	60,032	39,189
Zephyr	1,090	1,416	1,801	5,998	35,988	45,203
Monarch	1,323	104		3,522	41,457	15,454
Cougar/XR7			1,797	1,797	104,958	23,752
Mercury	1,280	3,160		2,560	70,709	26,498
Lincoln Total	1,321			1,321	96,493	17,212
Lincoln	650			650	48,191	6,530
Versailles					8,834	1,861
Mark VI	671			671	39,468	8,821
GENERAL MOTORS	83,205	120,082	84,012	333,420	2,978,356	2,204,015
Buick Division	17,464	18,421	13,809	63,707	444,585	435,727
Skyhawk		582			12,936	
Skylark/'79-'80	5,124	3,054	4,305	19,261	39,450	118,861
Century	3,685	1,147	3,810	14,562	29,345	96,076
Regal	4,475	6,587	4,505	18,073	155,413	115,193
Buick	3,435	5,708	1,189	8,750	170,115	80,536
Riviera	745	1,343		3,061	37,326	25,061
Cadillac Division	4,076	7,889	2,120	13,865	227,525	109,535
Seville	725	935		1,555	28,873	18,631
Cadillac	2,141	5,307	2,120	8,517	150,991	62,597
Eldorado	1,210	1,647		3,793	47,661	28,307
Chevrolet Division	37,202	52,378	36,760	145,428	1,257,644	926,956
Chevette	9,815	10,052	9,741	38,643	207,854	234,533
Monza	3,625	3,378	3,735	14,867	80,847	88,220
Camaro	2,556	5,990	2,560	10,083	157,465	68,504
Nova/Citation	10,041	7,929	9,572	38,973	118,817	245,064
Malibu	6,778	8,578	6,807	25,186	223,693	143,395
Monte Carlo	1,187	4,199	1,168	4,932	139,057	56,376
Chevrolet	2,400	11,254	2,371	9,549	305,120	68,136
Corvette	800	998	806	3,195	24,791	22,728
Oldsmobile Division	11,677	23,798	18,789	61,651	617,116	424,077
Starfire		497			11,025	
Omega/'79-'80	2,672	1,474	2,409	9,111	18,700	62,726
Cutlass	6,430	11,779	10,842	34,833	306,179	211,681
Oldsmobile	1,575	8,868	5,538	15,217	245,344	128,196
Toronado	1,000	1,180		2,490	35,868	21,474
Pontiac Division	12,786	17,596	12,534	48,769	431,486	307,720
Acadian†	200	454	231	1,162	11,053	12,824
Sunbird	2,775	2,230	2,746	11,433	52,774	77,246
Phoenix/'79-'80	3,116	1,920	2,993	12,054	34,000	71,580
Firebird	1,545	4,343	1,529	6,187	118,034	45,063
LeMans	1,720	2,127	1,996	8,258	54,701	33,342
Grand Prix	2,240	2,649	2,039	7,485	57,799	32,847
Pontiac	1,190	3,873	1,000	2,190	103,125	34,818
VOLKSWAGEN	4,375	4,232	3,991	17,667	81,312	103,965
CHECKER	81*	115	77	244	2,387	1,651
Total Cars, N. S.	124,498	187,308	124,044	502,954	4,883,880	3,407,346

Canada slates 53,883 cars for July, 3 pct. below 1979

Auto makers in Canada have scheduled July production of 53,883 units, a drop of 3.73 percent from the 55,968 cars assembled in July of 1979.

Chrysler Corp. which was closed for the entire month of July last year, plans to assemble 6,240 cars this July. Chrysler's Windsor plant will be down two weeks beginning July 14 for vacation. When the plant resumes operations July 28, it will be at its present rate of 480 units per day on a single shift.

Volvo also scheduled a production increase for July. Volvo has slated 990 units, an increase of 44.95 percent over the 683 built in the month last year.

Ford Motor Co. has planned 13,300 autos for the month, a 1.51 percent rise over the 13,102 cars built in the same month last year.

Ford's St. Thomas plant will close the week beginning July 7 for inventory, and will remain down the following two weeks for vacation. Its Oakville plant will also be down for three weeks beginning July 7 for vacation.

General Motors intends to assemble 33,353 cars this July, a decline of 20.93 percent from the 42,183 of July, 1979.

- Planned truck production for July of 20,224 is a 38.83 percent decline from the 33,064 of July, 1979.

All Chrysler truck operations were closed last July. Chrysler plans 1,280 units this July, though its Windsor plant will be down until July 28, when it will resume operations at its present rate of 320 units a day on two shifts.

International intends to build 1,800 units in July, an increase of 171.90 percent over the 662 assembled in July, 1979.

Ford's Oakville plant, which will be down for three weeks next month, will build 11,700 units. Compared with the 12,461 trucks built by Ford last year, scheduled production for July is a decline of 6.11 percent.

GM plans to build 5,334 trucks in July, a 71.27 percent drop from the 18,569 assembled in July, 1979. GM's Oshawa plant built out for the 1980 model year last Friday. Oshawa will be closed for six weeks leaving the Scarborough van plant the only GM truck point working.

American Motors' Jeep plant in Brampton has built out for the 1980 model year. Last July, AMC assembled 1,109 Jeeps.

Mack intends to assemble 110 units next month, a decline of 58.17 percent from the 263 of July, 1979.

- Last week, 20,390 cars were assembled in Canada, a 5.06 percent decline from the 21,477 of the previous week, but a 5.24 percent increase over the 19,375 assembled in the comparable 1979 week.

Year-to-date production of 455,400 is a 20.81 percent drop from the 575,106 built by this date in 1979.

Truck output last week of 10,446 dropped 17.47 percent from the 12,658 of the previous week and 12.56 percent from the 11,946 of the comparable 1979 week.

Year-to-date truck production of 283,006 is a 28.25 percent decline from the 394,437 assembled by this time in 1979.

CANADIAN CAR PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHRYSLER CORP.	2,400		2,379	9,224	73,501	36,973
FORD MOTOR	6,517	5,836	6,932	26,313	174,919	138,500
GENERAL MOTORS	11,248	13,359	11,941	42,903	322,118	274,472
VOLVO	225	180	225	652	4,568	5,455
Total Cars, Canada	20,390	19,375	21,477	79,092	575,106	455,400
N. American Cars	144,888	206,683	145,521	582,046	5,458,986	3,862,746
N. American Trucks	36,447	83,583	40,985	136,105	2,360,543	1,108,443
North American Cars and Trucks	181,335	290,266	186,506	718,151	7,819,529	4,971,189

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Truck production for July slated at 13-year low

U. S. truck makers have scheduled 103,250 units for July, a decline of 50.67 percent from the 209,295 of July, 1979, and the lowest figure for the month since the 97,543 of 1967.

Chrysler Corp. has planned a production increase with 12,000 units, scheduled a 37.24 percent rise over the 8,744 built in July, 1979.

International, which was closed much of the year because of a strike, has scheduled 10,000 units, an increase of 168.31 percent over the 3,727 of the month last year.

General Motors has plans to build 50,000 trucks in July, a decline of 56.17 percent from the 114,087 built in July of 1979.

Ford Motor Co. intends to produce 23,000 trucks this July, a 69.05 percent decline from the 74,311 last year. Mack has scheduled 1,640, a 27.82 percent drop from 2,272 last July.

American Motors' Jeep plant, which closed last Friday for changeover to 1981 production, will be down for the entire month of July. Last year, Jeep produced 1,777 units in July.

AM General Corp. has scheduled 1,000 units, a drop of 18.83 percent from the 1,232 of last year. And the miscellaneous truck group has planned 2,860 units, a 9.06 percent slide from the 3,145 of July, 1979.

Truck output last week of 26,001 fell 8.21 percent from the 28,327 of the previous week, and dropped 63.70 percent from the 71,637 built in the comparable 1979 week.

Year-to-date truck production of 825,437 is a 58.02 percent decline from the 1,966,106 built by this date in 1979.

All Chrysler and GM truck assembly plants are scheduled to work this week.

This week, Ford's Kansas City, Louisville and Wayne truck plants will be down for the second of two weeks, as will Econoline van and Club Wagon production at Lorain.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHEVROLET	8,087	20,496	5,690	23,714	610,126	255,131
DODGE/PLYMOUTH	3,040	8,234	4,530	15,638	245,786	80,529
FORD	6,063	27,511	11,903	21,108	703,475	287,444
GMC	4,227	7,662	1,853	9,281	190,442	84,643
INTERNATIONAL	2,485	2,256*	2,452	9,860	76,884	23,816
MACK	450	856	316	1,719	19,473	13,335
JEEP		3,300*	230*	4,158*	84,846	39,991*
AM CORP.	143*	472*	143*	713*	12,954*	4,567*
VOLKSWAGEN	625		560	2,496		14,670
MISCELLANEOUS	881*	850	650	2,831*	22,120	21,311*
Total Trucks, U. S.	26,001	71,637	28,327	91,518	1,966,106	825,437

CANADIAN TRUCK PRODUCTION

	Week Ended June 28, 1980	Same Week 1979	Week Ended June 21, 1980	June Estimate	Jan. 1, to June 30, 1979	Jan. 1, to June 28, 1980
CHRYSLER CORP.			1,659	4,866	40,108	22,198
FORD MOTOR	4,292	3,719	4,213	16,212	146,840	100,337
GENERAL MOTORS	5,639	6,465	6,286	21,548	161,251	139,434
AMERICAN MOTORS		1,209			32,911	11,644
INTERNATIONAL	475	463	470	1,818	11,347	8,131
MACK	40	90	30	143	1,980	1,262
Total Trucks, Canada	10,446	11,946	12,658	44,587	394,437	283,006
N. American Trucks	36,447	83,583	40,985	136,105	2,360,543	1,108,443

*—Revised. †—Now includes van production.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Can U. S. help industry? Quick fix seems unlikely

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Is President Carter going to be able to rush federal cavalry to the aid of the beseiged auto industry?

He has taken some steps indicating that is what he has in mind, but it remains to be seen whether anything concrete will develop. Mr. Carter has an extensive list of options for action.

Grandiose plans by Congress to "re-industrialize" the country—replacing obsolete plants, increasing productivity and expanding exports—obviously cannot be carried out this year, if at all, by legislative or executive fiat.

A quick fix in the form of a massive tax cut has been ruled out by the Administration for this year, although an embattled Senate has promised action—thus alienating the House, where such tax measures originate.

Mr. Carter got the ball rolling on May 14, when he met with the chief executives of the American auto makers—General Motors, Ford Motor Co., Chrysler Corp., American Motors and Volkswagen of America — and asked them for their "shopping lists" for federal assistance.

He promised some answers in six weeks and appointed a Task Force headed by Transportation Secretary Neil Goldschmidt.

- Since then, Goldschmidt has been busy spreading good will—along with some conflicting signals.

The Task Force itself has consulted with the Council of Economic Advisors; Treasury Department experts on tax and depreciation; regulators from EPA, DOT and OSHA; trade spokesmen from the Office of the Special Trade Representative; officials from the Small Business Administration; Labor Department experts on regional and community dislocation; Justice Department antitrust advisors, and the White House Office of Management and Budget and the Domestic Council.

The result of all this is a massive "options paper" which leaves the hard decisions to President Carter himself.

All of the sources tapped by the Task Force agree that the auto industry is very sick indeed. And it may remain sick if the upcoming, new small cars are bought only by those who once bought big American cars, and not by those who have been buying imports.

Further, if an upturn does not occur next year and sales stay sluggish, or if the public rejects Detroit's new offerings, then the domestic companies cannot make profits enough to generate capital internally and they will be forced to continue to borrow.

- What if the imports with their high productivity retain a price advantage?

What would be the political consequences and unemployment impact of more production overseas by the domestic companies?

What if any action taken results in making GM bigger and bigger? Will the possible move of the Japanese companies into the U. S. create excess capacity for small cars and thus reduce profit on downsized domestic products?

The two DOT standards the domestics oppose most are the passive - restraint standard and the bumper requirements. The companies have had six years' leadtime and with GM out of the air-bag picture for 1982 models, most cars, if not all, will have automatic belt systems. The standard can be met without air bags and with the much cheaper belt systems.

It is believed that the White House will not volunteer help to the industry on these two DOT standards, but will instead defer to the congressional conference now scheduled for July 21.

The bumper rollback from 5 MPH to 2.5 MPH—supported as it is by Majority Leader Robert

Continued on Page 41, Col. 1

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May service business fails to sustain rally

By Francis J. Gawronski
Service Editor

In February and March, new-car dealers' service and parts business, according to the Automotive News Service Index, had shown a steady decline from the volume recorded in the comparable months a year earlier.

When the April, 1980, Service Index bounced back to show an improvement amounting to 101.8 percent of the business done in April, 1979, most everyone connected with the service and parts business crossed their fingers and hoped it was the start of an upturn in dealer shop business.

The rally and hopes, however, were short lived. Dealers' service and parts business in May, 1980, according to the Service Index, declined to 91.5 percent of the volume reported by dealers for the same month a year ago.

Dealers attribute the downturn in parts and service business to the nation's poor economy. They also predict a "roller coaster" type of shop volume for the next few months.

The number of repair orders written during May seems to support the dealers' reasoning about the economy. Repair orders were down 12.6 percent from a year ago to register the biggest decline among the five categories in the Service Index.

It also is the dealers' contention that motorists are not driv-

Continued on Page 41, Col. 4

SERVICE INDEX
91.5*

	May, '80 vs. May, '79	5 mos., '80 vs. 5 mos., '79
Gross Profit on All Labor and P&A Sales	— 3.4%	— 0.6%
Repair Orders Written	—12.6%	—13.2%
Total Labor Sales (Customer & Warranty)	— 6.4%	+ 0.1%
Shop Parts Sales (Customer & Warranty)	— 4.8%	— 2.7%
Sales of All P&A	—10.7%	— 4.3%

*—Survey by Automotive News shows that dealers' service and parts business in May, 1980, was 91.5 percent of business in May, 1979. Service business in the five months of 1980 was 94.0 percent of business in the corresponding period in 1979.

He attacks 'myths' on quality, Chrysler's future

Iacocca lifts the veil on models to follow K-car

By Robert W. Irvin
Editor-at-Large

Chrysler Corp. Chairman Lee A. Iacocca last week showed a group of newsmen full-scale models of new sedans, sporty cars, vans and pickups the firm will start producing in 1982-83.

Iacocca said he was doing this "to explode the myth" that Chrysler, which got a $1.5 billion federal bailout, has no resources to bring out any additional new models after the K-car is introduced this fall.

He also attacked two other "myths"—that most of Chrysler's plants are antiquated like the closed Dodge Main plant in Hamtramck, Mich., and that Japanese cars are superior to American cars because of their fit and finish.

But the main "myth" he set out to explode at the press meeting was that the front-drive compact Dodge Aries and Plymouth Reliant models, known as the K-body by Chrysler, will leave the cupboard bare of new products.

Iacocca and Harold K. Sperlich, executive vice-president in charge of engineering and product development, showed some new products to the newsmen:

1. "Super K" cars which will be the next standard-size models replacing the present larger Dodge and Chrysler models. They are several inches longer than the new K-cars due this fall, but have the same basic body and power train. There will be Dodge and Chrysler models, no Plymouth, said Sperlich.

They showed four-door versions with a third side window which resembled the windows on the General Motors intermediates. Iacocca said their fuel economy would be in the same 25-30-MPG range as the K-car.

2. Dodge and Chrysler sporty cars based on the K-body. The roofline resembles the Porsche 928, with a lot of rear window glass. Sperlich admitted "some of the 928 thinking" went into the car. The cars had no names

Continued on Page 44, Col. 1

Chrysler countdown

Stories taking a look at the "new" Chrysler Corp. appear on Pages 2, 3, 6, 15, 28 and 30.

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Service Index declines in May to 91.5 percent

Continued from Page 1

ing as much as before and are making repairs only when needed. Most motorists, they say, are neglecting regular maintenance on their vehicles.

Sales of all parts and accessories dipped 10.7 percent in May, while total labor sales (both customer-paid and warranty) declined 6.4 percent.

Shop parts sales (those used in customer-paid and warranty repairs) were off 4.8 percent, while gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint — was down 3.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first five months of 1980, dealers' shop volume amounted to 94.7 percent of the volume for the corresponding period of 1979.

As in the monthly Service Index, repair orders showed the biggest decline, 13.2 percent, followed by sales of all parts and accessories, down 4.3 percent.

Shop parts sales were off 2.7 percent, while gross profits were down 0.6 percent.

Labor sales was the only indicator to keep its head above water, posting a slim 0.1 percent increase for the period.

factories list auction dates

American Motors

July 8—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

July 9—Kansa City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

July 11—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

July 16—Big D Auto Auction, W. Hwy. 80, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 17—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

July 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

July 23—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

July 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

July 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

July 31—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp

July 7—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Auction averages on Page 39

July 8—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center,

Continued on Page 39, Col. 1

factories list auction dates

Continued from Page 38

3500 W. MacArthur Blvd., Santa Ana, Calif.

July 9—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

July 10—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

July 11—*Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

July 14—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham, Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

July 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 17—*Auto City, 440 McClellan Hwy., East Boston, Mass.; *Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

July 21—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 22—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

July 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

July 24—*Auto City, 440 McClellan Hwy., East Boston, Mass; *Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; *Big H Recon Center, 918 Asbury, Houston.

July 25—*Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

July 28—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 29—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; *Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; *Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; *Southwest Auto Auction, 3420 S. 48th St., Phoenix.

July 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 31—*Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

*Tentative—due to inventory shortages, some auctions are scheduled on a tentative basis. Please contact these locations before planning to attend.

Chrysler sales are restricted to Chrysler Corp. dealers.

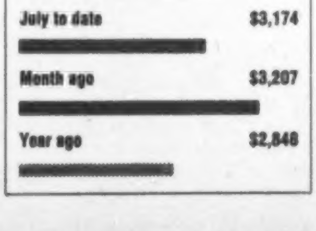
Model breakdown

Auction averages

	July to Date	June	May
1980	$5,284	$5,821	$6,050
1979	4,822	4,650	4,610
1978	3,399	3,501	3,498
1977	2,937	2,981	2,578
1976	2,168	2,328	2,177
1975	1,701	1,772	1,662
1974	1,240	1,343	1,203
1973	924	1,084	1,007
Overall Average	$3,174	$3,349	$3,183

Used car sales

Auction averages



Ford Motor Co.

July 9—Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

July 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

July 16—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

July 17—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

July 22—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

July 23—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont Blvd.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

July 24—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

July 30—Dallas Auto Auction, 4226 E. Main, Dallas; Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Production of 533,511 is 35 pct. below 1979

June auto output lowest since 1958

By Michele Raquepau
Staff Writer

U.S. auto production in June of 533,511 was the lowest output for the month since the 337,446 of June, 1958.

Last month's figure was a drop of 35.38 percent from the 825,641 autos assembled in June, 1979

Only Volkswagen of America produced more cars this June than last. VWoA built 18,771 cars last month, an increase of 36.46 percent over the 13,756 of June, 1979.

Chrysler Corp. assembled 39,660 cars this June, a drop of 62.02 percent from the 104,437 of last June.

Ford Motor Co. built 108,553 units last month, a decline of 35.31 percent from the 167,803 of June, 1979. All Ford car assembly plants will be built out beginning today (June 7) except Metuchen (Pinto, Bobcat).

General Motors produced 352,498 autos in June, a slide of 32.13 percent from 519,408.

American Motors' 13,861 cars was a drop of 29.96 percent from the 19,790 built in June of 1979. AMC's Kenosha plant will be down until July 21.

Checker Motors produced 168 units, a decline of 62.42 percent from the 447 of last June. Checker will be closed the entire month of July and is scheduled to resume production Aug. 1.

Last week's auto output of 101,699 declined 18.31 percent from the previous week's 124,487 because of the July 4 holiday and dropped 26.52 percent from the 138,406 of the comparable 1979 week.

Year-to-date auto production of 3,515,064 is a decline of 30.00 percent from the 5,021,586 built by this time in 1979.

Truck production lowest for any month since 1966

Truck production by U. S. makers in June of 96,291 was the lowest total for the month since the 69,531 assembled in 1958 and the lowest for any month since the 65,781 of August, 1966.

Last month's figure was a 68.13 percent drop from the 302,141 built in June of 1979, and every truck maker experienced production declines this June compared with last.

Chrysler Corp. produced 16,654 units in June, down 51 percent from the 33,986 of June, 1979. Ford Motor Co. assembled 16,150 trucks, a drop of 85.30 percent from 109,884.

All Ford truck assembly plants will wind up production of 1980 models today (July 7).

International, which was down much of the year because of a strike, produced 9,831 units in June, down 21.28 percent from 12,489 last year. Mack built 1,538 trucks last month, a decline of 52.30 percent from the 3,224 of June, 1979.

Jeep, which has built out for the 1980 model year, assembled 6,808 units in June, down 32.68 percent from 10,113. AM General Corp. produced 648 trucks, a drop of 75.14 percent from 2,607 of June, 1979.

Miscellaneous truck makers, which now include production by White, assembled 2,860, a decline of 21.28 percent from the 3,633 of last June.

General Motors assembled 39,172 GMC and Chevrolet trucks in June, a drop of 68.96 percent from the 126,205 of June in 1979.

Volkswagen of America built 2,630 units this June. VWoA did not produce trucks until the last quarter of 1979.

Last week's output of 23,030 fell 8.97 percent from the 25,298 of the previous week, and dropped 53.50 percent from the 49,529 built in the comparable 1979 week.

Year - to - date truck production of 858,878 is a 57.82 percent decline from the 2,036,272 assembled by this date in 1979.

June production of cars, trucks dips in Canada

Canadian car and truck production declined in June compared with last year.

The 79,408 autos built in June was a decline of 19.35 percent from the 98,462 units assembled in June of 1979.

Chrysler Corp. produced 9,212 cars in June, a drop of 35.67 percent from 14,321 of last June. Ford Motor Co. assembled 27,948, down 5.08 percent from the 29,444 built in June of 1979.

General Motors' June output of 41,573 fell 22.93 percent from the 53,943 of last June. And Volvo produced 675 units this June, a drop of 10.48 percent from 754 last June.

Last week's production of 16,473 declined 16.68 percent from the previous week's 19,771, but rose 9.08 percent over the 15,102 assembled in the comparable 1979 week.

Year-to-date output of 471,254 is a decline of 20.40 percent from the 591,877 produced by this date in 1979.

Truck output in June of 40,043 fell 34.59 percent from the 61,221 of June, 1979.

Truck output last week was 5,508, down 47.63 percent from the 10,517 assembled the previous week and 37.20 percent below the 8,771 built in the comparable 1979 week.

Year - to - date production of 288,585 is a 28.57 percent decline from the 404,018 produced by this time in 1979.

U. S. CAR PRODUCTION

	Week Ended July 5, 1980	Same Week 1979	Week Ended June 28, 1980	June Total	Jan. 1, to July 7, 1979	Jan. 1, to July 5, 1980
AMERICAN MOTORS			3,726	13,861	77,569	93,913
Eagle				334		
Concord				7,325		
'78 AMX						
Pacer						
Spirit				6,202		
CHRYSLER CORP.	9,695	17,615	7,705	39,660	521,661	335,220
Plymouth Total	3,900	6,359	3,979	18,133	213,723	153,233
Horizon	2,680	2,459	3,361	13,738	88,693	84,694
Volare	630	3,549		1,481	119,555	51,336
'80 Gran Fury	550		618	2,267		13,224
Caravelle	40	351		647	5,475	3,779
Chrysler Total	1,995	4,268	397	5,538	115,115	44,895
Chrysler	425	2,090	397	1,345	49,842	10,782
LeBaron	1,570	2,178		4,193	65,273	34,113
Dodge Total	3,600	6,988	3,329	15,989	192,823	137,092
Omni	2,195	2,405	2,724	11,469	79,743	73,811
St. Regis	400	546	605	1,586	17,412	10,382
Diplomat	705	902		2,093	15,920	16,271
Aspen	300	3,135		841	79,748	36,628
FORD MOTOR	18,650	26,555	25,430	108,553	1,250,076	702,981
Ford Division	13,194	20,156	19,234	85,523	807,790	520,071
Pinto	2,475	2,904	3,419	14,813	101,528	61,723
Mustang II/Mustang	4,504	5,271	4,365	20,062	207,423	139,717
Fairmont	2,123	2,489	2,955	18,913	103,79[illegible]	143,439
Granada	2,485	2,859	4,505	12,824	88,186	49,798
LTD II					22,746	
Thunderbird		1,644	1,950	10,759	173,670	74,793
Ford	1,607	4,989	2,040	8,152	110,447	50,601
L-M Division	5,456	6,399	6,196	23,030	442,286	182,910
Mercury Total	4,398	6,335	4,873	21,441	345,712	164,638
Bobcat	345	805	553	1,610	27,070	11,159
Capri	1,184	1,441	1,199	5,786	61,693	40,275
Zephyr	949	644	885	5,988	36,525	45,947
Monarch	896	917	956	3,444	42,229	15,983
Cougar/XR7				1,797	104,958	23,752
Mercury	1,024	2,528	1,280	2,816	73,237	27,522
Lincoln Total	1,058	64	1,323	1,589	96,574	18,272
Lincoln	511		670	800	48,191	7,061
Versailles		64			8,915	1,861
Mark VI	547		653	789	39,468	9,350
GENERAL MOTORS	69,854	90,754	83,307	352,498	3,069,833	2,273,971
Buick Division	13,178	13,031	17,360	66,999	458,628	448,801
Skyhawk		388			13,402	
Skylark/'79-'80	3,296	2,285	5,014	20,064	42,113	122,047
Century	3,009	1,023	3,820	15,468	30,267	99,220
Regal	3,544	5,168	4,435	18,915	160,679	118,697
Buick	2,733	4,167	3,360	9,355	174,829	83,194
Riviera	596		731	3,197	37,338	25,643
Cadillac Division	3,249	5,107	4,058	14,652	232,579	112,766
Seville	577	771	706	1,681	29,643	19,189
Cadillac	1,701	4,336	2,149	8,946	155,272	64,306
Eldorado	971		1,203	4,025	47,664	29,271
Chevrolet Division	27,955	42,355	37,113	151,497	1,299,507	954,822
Chevette	7,680	8,911	9,735	41,616	216,516	242,133
Monza	2,765	2,729	3,583	15,635	83,560	90,943
Camaro	2,030	4,475	2,585	10,657	161,820	70,563
Nova/Citation	6,865	5,786	10,073	40,649	124,826	251,961
Malibu	4,555	6,979	6,759	24,387	230,621	147,931
Monte Carlo	850	3,389	1,169	5,145	142,446	57,208
Chevrolet	2,570	9,307	2,407	10,051	314,059	70,713
Corvette	640	779	802	3,357	25,659	23,370
Oldsmobile Division	15,869	17,033	11,642	67,681	634,069	439,911
Starfire		387			11,410	
Omega/'79-'80	1,899	1,113	2,664	10,343	19,976	64,617
Cutlass	8,699	10,339	6,404	38,198	315,100	220,354
Oldsmobile	4,471	5,194	1,576	16,291	251,709	132,668
Toronado	800		998	2,849	35,874	22,272
Pontiac Division	9,603	13,228	13,134	51,669	445,050	317,671
Acadian†	165	126	207	1,334*	11,497	12,996
Sunbird	2,354	1,738	2,797	11,992	54,501	79,622
Phoenix/'79-'80	2,100	1,495	3,211	12,697	35,389	73,775
Firebird	1,232	3,300	1,502	6,447	121,076	46,252
LeMans	1,004	1,666	1,683	8,526	56,361	34,309
Grand Prix	1,792	1,847	2,358	8,067	59,854	34,757
Pontiac	956	3,056	1,376	2,606	106,372	35,960
VOLKSWAGEN	3,500	3,402	4,319	18,771	99,965	107,409
CHECKER		80		168	2,482	1,570
Total Cars, N. S.	101,699	138,406	124,487	533,511	5,021,586	3,515,064

CANADIAN CAR PRODUCTION

	Week Ended July 5, 1980	Same Week 1979	Week Ended June 28, 1980	June Total	Jan. 1, to July 7, 1979	Jan. 1, to July 5, 1980
CHRYSLER CORP.	1,517		2,388	9,212	73,501	38,478
FORD MOTOR	5,324	5,577	5,770	27,948	180,771	143,077
GENERAL MOTORS	9,632	9,381	11,365	41,573	332,893	284,221
VOLVO		144	248	675	4,712	5,478
Total Cars, Canada	16,473	15,102	19,771	79,408	591,877	471,254
N. American Cars	118,172	153,508	144,258	612,919	5,613,463	3,986,318
N. American Trucks	28,538	58,300	35,815	136,334	2,440,290	1,147,463
North American Cars and Trucks	146,710	211,808	180,073	749,253	8,053,753	5,133,781

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 5, 1980	Same Week 1979	Week Ended June 28, 1980	June Total	Jan. 1, to July 7, 1979	Jan. 1, to July 5, 1980
CHEVROLET	5,990	15,665	7,671	26,460	625,537	260,705
DODGE/PLYMOUTH	3,970	4,464	3,073	16,654	267,537	84,532
FORD	6,127	19,819	6,098	16,150	724,104	293,606
GMC	3,371	7,681	4,008	12,712	198,106	87,795
INTERNATIONAL	1,988		2,453	9,831	76,884*	25,772
MACK	360	748	464	1,538	20,179	13,709
JEEP				6,808	87,699*	51,105
AM CORP.	180*	472*	225*	648	13,426*	4,829*
VOLKSWAGEN	500		621	2,630		15,166
MISCELLANEOUS	544*	680	685	2,860*	22,800	21,659
Total Trucks, U. S.	23,030	49,529	25,298	96,291	2,036,272	858,878

CANADIAN TRUCK PRODUCTION

	Week Ended July 5, 1980	Same Week 1979	Week Ended June 28, 1980	June Total	Jan. 1, to July 7, 1979	Jan. 1, to July 5, 1980
CHRYSLER CORP.				4,866	40,108	22,198
FORD MOTOR	2,916	4,053	4,212	13,846	150,800	103,173
GENERAL MOTORS	2,172	4,675	5,814	19,405	166,810	141,781
AMERICAN MOTORS					32,900	11,644
INTERNATIONAL	380		450	1,793	11,345	8,486
MACK	40	43	41	133	2,055	1,303
Total Trucks, Canada	5,508	8,771	10,517	40,043	404,018	288,585
N. American Trucks	28,538	58,300	35,815	136,334	2,440,290	1,147,463

*—Revised. †—Now includes van production.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

7/15/80

Automotive News

Detroit, July 14, 1980

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President vows 'close-knit partnership' with industry

Carter offers his plan to rescue Detroit

By Edward Lapham, Helen Kahn and Jake Kelder.nan

DETROIT. — President Carter made a brief but spectacularly theatrical and well-heralded stop here last week to announce a billion-dollar auto industry rescue plan which offered Detroit very little substance to applaud.

The plan, called a "first step" by President Carter, union leaders and auto executives alike, included some regulatory respite and tax advantages for manufacturers, up to $400 million in guaranteed loans to new-car dealers plus additional aid for laid-off workers and hard-hit municipalities.

Carter said the plan is "historic" and will mean a "very close-knit, permanent partnership" between government, the manufacturers, suppliers, the UAW and dealers. This partnership will be "within the bounds of propriety" of free enterprise, the President said, and will ensure the government is "very cautious in implementing new regulations."

Notably, the President's program did not include any restrictions on Japanese imports, although he said he has directed the U. S. International Trade Commission to accelerate its investigation of the problem. He reserved action pending conclusion of the ITC study, perhaps as early as October.

Carter scurried into Metropolitan Airport in suburban Detroit early last Tuesday morning for what was described by one attendee as a "pro forma" meeting with the chairmen and presidents of the five domestic auto makers, the president and several vice presidents of the UAW plus Detroit Mayor Coleman Young, Vice President Walter Mondale and several ranking Administration officials.

Mondale, Transportation Secretary Neil Goldschmidt, Treasury Secretary G. William Miller, EPA Administrator Doug Costle and other Administration officials came to Detroit the preceding day to herald the early-morning airport meeting/press conference and do the actual business of informing the union and the auto companies of the package details.

The industry and union leaders joined Carter and Mondale on the dais at the press conference. They answered questions after the President departed and were generally reserved in their comments.

- General Motors Chairman Thomas A. Murphy said he was encouraged by the Administration's "determination to free the free enterprise system."

Ford Motor Co. Chairman Philip Caldwell said the tri-partite cooperation "was the greatest lesson" the U. S. could learn from the Japanese. Later, Caldwell told reporters he did not know how much money the President's program would save Ford. "We'll have to see the specifics," he said.

Chrysler Chairman Lee Iacocca said the U. S. was taking "a chapter from the Japanese" book and again said Chrysler, which is responsible to a federal loan guarantee board and has UAW President Douglas Fraser on its board of directors, already is practicing tri-partite existence.

American Motors Chairman Gerald C. Meyers said he was "really pleased" with the Administration "for getting us all together."

Volkswagen of American President James McLernon indicated he too viewed it as a first step and noted VW already is pro-

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But July unit count tops June as selling pace slows

Car inventories decline to 80 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory declined slightly in June and the industry opened July with an 80-day supply — down from 83 days June 1, but still heavy and the same as July 1 last year.

As a measure of how much weaker the sales pace is this year, the July 1 stockpile included 1,627,857 units, compared with 2,152,834 a year earlier, the highest unit count ever. But both inventory figures represented 80-day supplies. The June 1 83-day supply included 1,597,866 units.

The heavier unit total on July 1 compared with a month earlier was accounted for almost entirely by General Motors. Chrysler Corp. and Ford Motor Co. trimmed their unit counts during June. American Motors was down slightly and Volkswagen of America was up slightly.

GM had a 75-day supply July 1, up slightly from 74 days on June 1. GM was no longer plagued by shortages and most of its larger lines were in heavy supply.

Ford Motor Co. sliced its inventory from 94 days on June 1 to 82 days July 1. Chrysler Corp. trimmed its stockpile from 134 days to 129 days during the month, while AMC had a 102½-day stock, up from 100 days, and VWoA had a 39-day supply, down from 40.

The July 1 domestic inventory was divided this way: GM, 58.23 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 12.80; AMC, 2.77, and VWoA, 1.53 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.42 percent; Ford Motor Co., 25.60 percent; Chrysler Corp., 14.73 percent; AMC, 2.86 percent; and VWoA, 1.39 percent.

- By size class, the stockpiles of standards and intermediates were down on July 1 from a month earlier, while all other segments were up.

The industry had a 76-day supply of subcompacts, compared with a 73½-day supply a month earlier, and a 74-days supply of compacts, compared with 72½ days June 1.

It had a 91-day supply of intermediates, down from 98½ days, and a 79-day stock of standards, down from 93 days. Luxury units were in 77-day supply July 1, compared with 76 days a month earlier.

The July 1 inventory was divided this way among the size classes: Subcompact, 18.85 percent; compact, 26.91 percent; intermediate, 33.14 percent; standard, 15.82 percent, and luxury, 5.28 percent.

A month earlier, the inventory was divided as follows: Subcompact, 17.12 percent; compact, 27.02 percent; intermediate, 32.90 percent; standard, 17.32 percent, and luxury, 5.64 percent.

- The July days-supply figures by market class were:

Subcompact—Rabbit, 39; Skyhawk, 58; Starfire, 58; Monza, 64; Chevette, 65; Sunbird, 66; Pinto, 81; Spirit, 110⅛; Bobcat, 123; Omni, 126, and Horizon, 134.

Compact — Citation, 50; Skylark, 50; Omega, 54; Phoenix, 57; Fairmont, 72; Firebird, 76;

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31-MPG fleet average seen for GM by 1985

By Marjorie Sorge

WARREN, Mich. — General Motors Corp. plans a fleet fuel economy average of 31 MPG by 1985 and will introduce a small, electric car by 1984, selling 100,000 of them by 1985, according to E. M. Estes, GM president.

The federal standard for 1985 is 27.5 MPG.

Estes last week told a press conference announcing the MPG prediction the average would be 30 MPG in 1984 and could be 35 MPG by 1985 if customers switch the model mix.

He said some of that decision will depend on the price of gasoline at the pumps and predicted it could hit $2.25 a gallon by 1983. He said the fuel economy for 1990 would depend on the success of the synthetic fuel program. He indicated there should be no surcharge on gas, but that the money should be turned over to the private sector to develop the synfuel programs.

Blaming much of the sales slump in 1980 on the rapid market switch, he was optimistic about the rest of 1980.

"We were not asleep," Estes said. "We were on our program last December and by May we were wrong. We had too many Chevettes in December and not enough in May.

"I think we are on our way out (of the recession)," he said and forecast a fourth quarter sales figure "considerably better than the second quarter."

In the second quarter domestic and import sales were 2,134,500, down 26 percent from a year ago. Domestic sales were 1,550,-

Continued on Page 6, Col. 4

breaking news

GM changes dealer franchise agreements

DETROIT. — The new General Motors dealer franchise agreements have a interesting hooker: If the dealer finds a buyer for his dealership and negotiates a price, he has to give GM first crack at buying it back. If GM and the dealer can't agree on price, it goes to the American Arbitration Assn. New contracts are 27 pages long and written in plain English. They come on stream for most GM dealers around July 25.

Massive all-GM dealer sale for Detroit

DETROIT. — Metro Detroit General Motors dealers are planning a massive three-day tent sale here July 24-26, similar to one which sold 826 new vehicles for 13 GM dealers in the Pontiac area. There are four chairmen for east, west, north and south "tent" locations: Marty Feldman (Chevrolet) for State Fair Grounds, Mike Rinke (Pontiac) for the

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NEWSPAPER

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NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	July 1, 1980	June 1, 1980	July 1, 1979
Spirit	110½	89	68
Concord	78	77	81
Eagle	167	226	—
Pacer	83	70	169
AMERICAN MTRS.	102½	100	80
Horizon	134	121	27
Volare	126	147	97
Gran Fury	73½	58	—
Plymouth	124½	125	68
LeBaron	133	143	138½
Cordoba	148	170	345
Chrysler	99	124	120
Chrysler	129	147	157
Omni	126	119	28
Aspen	122	152	116½
Diplomat	145	148	152
Mirada	144	168	209
St. Regis	65	85	98
Dodge	122½	135	91
CHRYSLER CORP.	113	134	98
Pinto	81	100	53
Mustang	79	85	56
Fairmont	72	75	62
Granada	80	114	89
Thunderbird	122	138	142
Ford	68	81	102
Ford	84	94	78
Bobcat	123	122	66
Capri	77	84	54
Zephyr	98	86	107
Monarch	81	91	127
Cougar XR-7	104	134	147
Mercury	69	77	199
Mercury	89	94	117
Versailles	70	105	200
Lincoln	74	79	161
Mark VI	75	87	210
Lincoln	74	87	185
FORD MOTOR CO.	82	94	89
Skyhawk	58	75	52½
Skylark	50	29	11
Century	72	65	83
Regal	118	94	65
LeSabre	86	103	141
Electra	97	108	206
Riviera	78	95	44
Buick	84	73	76
Seville	109	82	152
Cadillac	81	74	125
Eldorado	71	59	87
Cadillac	82	72	119
Chevette	65	52	22½
Monza	64	58	40½
Citation	50	41½	21
Camaro	92	89	51½
Malibu	85	88	71
Monte Carlo	108	124	123
Chevrolet	103	107½	151
Corvette	60	56	40
Chevrolet	76	72½	69
Starfire	58	72	37
Omega	54	38	19
Cutlass	52	60	62
Supreme	67	76	62½
Olds 88	60	71	72
Olds 98	62	79	105½
Toronado	68	81	56
Oldsmobile	60	67	64½
Sunbird	66	73½	30
Phoenix	57	47½	18
Firebird	76	93	52
LeMans	89	104	80
Gran Prix	99	130	97
Pontiac	72	109½	144½
Pontiac	76	93	78½
GENERAL MOTORS	75	74	73
VOLKSWAGEN	39	40	24
TOTAL CARS, U.S.	80	83	80

New-car sales in June plunge by 22 percent

By Jenny L. King
Staff Writer

New-car sales in June tumbled 22.42 percent, due largely to the dead weight of the domestic market, where sales dropped 27.10 percent. Sales of imported new cars were down 6.36 percent. In units, the 1980 June figure was 701,345, compared with 904,000 a year ago.

U. S. auto makers sold 510,921 new cars during the month, down 27.10 percent from 700,897 the preceding year and down 46.21 percent from the 949,849 cars sold in 1978—the record for the month.

Combined U. S. and import sales for the first half of 1980 numbered 4,651,081, down 17.65 percent from 5,647,604. Domestic first-half sales were down 23.55 percent, to 3,399,176 from 4,446,176.

Sales of imported cars in the first six months of 1980 totaled a record 1,251,905, up 4.20 percent from last year's 1,201,428, the former peak. Import penetration for the first six months was 26.92 percent compared with 21.27 percent a year ago.

Of the five U. S. auto makers, only Volkswagen of America reported a June sales increase. Its sales were up 6.24 percent, to 16,080 from 15,136. General Motors sales dropped 22.51 percent, to 314,911 from 406,371. Ford reported sales of 122,971 new passenger cars, down 33.13 percent from 183,907.

Chrysler Corp. sales plunged 4.45 percent, to 45,957 from 82,730, while American Motors sold 11,002 units, down 13.73 percent from 12,753.

GM increased its share of the shrinking domestic market in June, rising to 61.64 percent from 57.98 percent. Ford sales accounted for 24.07 percent, down from 26.24 percent. Chrysler cornered only 8.99 percent, down from 11.80 percent, and leaving some slack for VWoA and AMC to pick up. VWoA Rabbit sales accounted for 3.15 percent of the June market, up

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Where Auto Market was in first Half, 1980

	Total Sales	Pct. of Total
SUBCOMPACT	698,737	15.02
COMPACT	995,600	21.41
INTERMEDIATE	967,441	20.80
STANDARD	537,392	11.55
LUXURY	200,006	4.30
IMPORT	1,251,905	26.92
TOTAL	4,651,081	100.00

Where Auto Market was in June

	Total Sales	Pct. of Total
SUBCOMPACT	101,858	14.52
COMPACT	149,489	21.32
INTERMEDIATE	149,380	21.30
STANDARD	81,991	11.69
LUXURY	28,203	4.02
IMPORT	190,424	27.15
TOTAL	701,345	100.00

U. S. cars fall 27 percent for month

Domestics lead June sales plunge

Continued from Page 2

from 2.16 percent, and AMC earned 2.15 percent, up from 1.82 percent.

- Although most of the import lines were down from a year earlier, the three Japanese leaders—Toyota, Datsun and Honda—registered gains.

VW was the only U. S. make to top its last-year level. Buick almost matched 1979 sales, selling 54,692 new cars this June compared with 55,551, a difference of 1.55 percent. On a daily-rate basis the GM division was ahead, as there were 25 selling days this year compared with 26 a year ago.

Chrysler makes headed the June loss leaders: Plymouth was down 45.66 percent, Chrysler dropped 44.41 percent and Dodge declined 43.42 percent.

Mercury reported a drop of 40.49 percent, Ford was down 31.54 percent and Lincoln showed some signs of a recovery with a 21.89-percent loss.

At GM, Chevrolet sales declined 29.45 percent, Cadillac was down 28.69 percent, Pontiac registered a 24.86-percent drop and Oldsmobile was down 17.46 percent.

The June daily selling rate averaged 20,437, down 24.19 percent from 26,958 for the month in 1979.

Top-selling nameplates for the month were: Chevrolet Citation at 29,999, Chevrolet Chevette at 26,345, Ford Fairmont at 24,106, Chevrolet Malibu at 21,375 and Oldsmobile Cutlass Supreme at 21,212.

U. S. sales for the last 10 days of June dipped 30.64 percent, to 183,489 from 264,545. On a daily-rate basis, June 21-30 sales were down 21.97 percent. There were eight days this year compared with nine a year ago. It was the 13th consecutive 10-day period in which sales were down.

The domestic market class spectrum in June showed: Subcompacts, 19.94 percent of the domestic market; compacts, 29.25 percent; intermediates 29.24 percent; standards, 16.05 percent, and luxury models, 5.52 percent.

New-car sales including imports broke out into the following percentages in June: Subcompacts, 14.52 percent; compacts, 21.32 percent; intermediates, 21.30 percent; standards, 11.69 percent; luxuries, 4.02 percent, and imports, 27.15 percent.

Domestic second-quarter, 1980, sales totaled 1,550,026, down 31.46 percent from 2,261,607 in 1979.

First half domestic sales numbered 3,399,176, down 23.55 percent from 4,446,176 for the first six months of 1979.

The market class breakdown for January-June, 1980, showed imports capturing 26.92 percent of the U. S. market, (U. S.) subcompacts earning 15.02 percent, compacts at 21.41 percent, intermediates at 20.80 percent, standard models at 11.55 percent and luxuries at 4.30 percent.

The five top-selling domestic nameplates for the first half looked like a Chevrolet family reunion. Number one was Chevette with sales of 202,128. It was followed by Citation at 201,263, outsider Ford Fairmont at 164,237, full-size Chevrolet at 147,479 and Malibu at 135,439.

With 154 selling days in the first half of the calendar year, the daily selling rate averaged 22,073, down 23.55 percent from the 28,871 average for the same number of selling days in 1979.

IMPORTED CAR SALES

	June, 1980	Same Month, 1979	Jan. 1 to June, 30, 1980	Same Period, 1979
Alfa Romeo	378	402	1,747	2,071
Arrow	3,923	4,908	35,501	29,136
Audi	3,119	2,877	21,133	20,988
BMW	2,647	3,006	17,412	17,230
Challenger	936	1,250	7,426	8,340
Colt	3,227	7,273	32,431	37,869
Datsun	38,800	34,067	280,890	235,732
Fiat	2,122	7,538	21,927	33,726
Fiesta	4,803	8,916	36,506	42,582
Honda	29,097	28,045	188,168	190,809
Jaguar	259	267	1,413	2,133
Lancia	163	121	1,227	853
Mazda	13,294	14,860	74,297	78,193
Mercedes-Benz	4,416	4,854	26,113	28,668
MG	897	3,358	5,162	14,790
Opel	....	1,622	....	10,230
Peugeot	1,116	696	6,641	6,233
Porsche	812	1,361	5,486	7,338
Renault	1,859	1,829	12,368	8,432
Rover	42	....	75	....
Saab	864	1,243	6,505	7,664
Sapporo	795	1,215	5,902	7,369
Subaru	11,150	12,779	70,804	69,546
Toyota	52,455	42,990	315,845	255,150
Triumph	1,067	1,284	5,231	6,527
Volkswagen	7,728	10,742	43,796	48,573
Volvo	4,455	5,845	27,899	31,046
TOTAL	190,424	203,348	1,251,905	1,201,428

DOMESTIC CAR SALES

	June 21 to June 30, 1980	Same Period, 1979	June, 1980	Same Month, 1979	Jan. 1 to June 30, 1980	Same Period, 1979
Spirit	....	....	3,807	5,108	28,159	24,598
Concord	....	....	5,395	6,958	34,838	43,943
Pacer	....	....	141	687	1,522	4,450
Eagle	....	....	1,659	....	14,269	....
AMERICAN MOTORS*	4,200†	5,400†	11,002	12,753	78,788	72,991
Horizon	2,991	5,541	7,641	12,851	67,525	93,159
Volare	2,372	6,040	6,800	15,437	44,313	90,610
Voyager	....	443	....	997	....	5,315
Fury	....	91	....	242	....	2,279
Plymouth	549	....	1,603	....	8,728	....
Total Plymouth	5,912	12,115	16,044	29,527	120,566	191,363
LeBaron	1,433	3,077	4,333	8,021	33,197	50,443
Cordoba	1,269	1,234	3,636	3,216	24,175	24,519
Chrysler	855	3,475	2,675	7,912	17,384	47,385
Total Chrysler	3,557	7,786	10,644	19,149	74,756	122,347
Omni	2,531	4,664	6,724	11,417	55,781	78,415
Aspen	1,869	3,810	5,637	10,022	33,406	60,649
Sportsman	....	1,438	....	3,346	....	17,443
Diplomat	786	1,301	2,455	4,009	17,165	23,562
Monaco	....	83	....	225	....	2,157
Mirada/Magnum	822	697	2,299	1,684	15,046	11,197
Dodge	573	1,123	2,154	3,351	11,038	16,098
Total Dodge	6,581	13,116	19,269	34,054	132,436	209,521
CHRYSLER CORP.	16,050	33,017	45,957	82,730	327,758	523,231
Pinto	4,477	6,843	17,529	17,373	83,387	112,316
Mustang	6,851	11,824	20,399	29,167	128,103	168,419
Fairmont	7,850	13,522	24,106	38,904	164,237	180,740
Club Wagon	....	1,350	....	3,367	....	23,219
Granada	4,168	4,630	9,147	12,581	40,715	80,255
LTD II	111	1,039	288	2,342	2,364	19,945
Thunderbird	3,042	7,119	8,680	15,879	76,659	100,260
Ford	5,012	9,693	14,136	23,117	79,931	143,383
Ford Division	31,511	56,020	94,285	137,730	575,396	828,537
Bobcat	657	1,488	2,196	3,866	15,901	26,044
Zephyr	1,836	3,018	5,625	8,044	45,617	53,512
Monarch	1,282	1,376	2,671	4,115	14,599	31,830
Cougar	....	46	....	121	....	2,975
XR-7	1,153	3,071	3,440	10,011	31,151	62,803
Capri	1,845	3,165	5,649	8,267	34,962	51,814
Mercury	1,382	2,009	4,033	5,260	27,669	47,524
Total Mercury	8,155	14,173	23,614	39,684	169,899	276,502
Versailles	138	315	461	797	3,003	7,001
Lincoln	782	1,091	2,158	3,110	15,141	35,643
Mark VI	893	939	2,453	2,586	18,148	26,122
Total Lincoln	1,813	2,345	5,072	6,493	36,292	68,766
L-M Division	9,968	16,518	28,686	46,177	206,191	345,268
FORD MOTOR	41,479	72,538	122,971	183,907	181,387	1,173,805
Skyhawk	152	632	437	1,733	4,394	10,279
Skylark	5,404	4,571	12,128	11,237	88,070	46,979
Century	4,714	1,337	11,773	3,510	72,443	26,739
Regal	6,139	8,365	14,808	21,417	91,993	135,656
LeSabre	2,819	3,352	7,421	8,466	46,200	69,146
Electra	1,845	1,718	4,649	4,502	28,839	42,948
Riviera	1,423	1,572	3,474	4,686	20,100	31,820
Buick Division	22,496	21,547	54,690	55,551	352,039	363,567
Seville	608	860	1,865	2,332	17,958	21,796
Cadillac	2,992	4,131	8,679	12,614	63,757	103,216
Eldorado	1,228	1,540	3,335	4,516	24,437	35,881
Cadillac Division	4,828	6,531	13,879	19,462	106,152	160,893
Chevette	10,376	14,859	26,345	37,365	202,128	205,096
Monza	4,662	3,953	11,639	10,487	75,297	91,952
Citation/Nova	12,601	12,973	29,999	31,555	201,263	130,987
Sportvan	....	1,134	....	2,834	....	17,474
Camaro	3,951	7,306	9,796	18,247	63,504	125,015
Malibu	9,104	12,636	21,375	30,603	135,439	187,527
Monte Carlo	4,639	8,265	11,421	20,189	80,122	134,798
Chevrolet	7,825	13,386	18,247	32,412	147,479	236,846
Corvette	1,192	1,218	2,819	2,889	18,551	19,456
Chevrolet Division	54,350	75,730	131,641	186,581	923,783	1,139,151
Starfire	77	344	312	1,471	4,567	10,804
Omega	1,622	1,208	6,528	4,633	44,382	20,984
Cutlass	3,904	1,994	16,834	8,686	107,297	50,950
Supreme	5,221	8,857	21,212	36,593	129,486	216,837
Olds 88	2,851	4,081	12,397	18,777	78,276	128,723
Olds 98	1,341	1,337	5,679	5,903	34,836	48,129
Toronado	705	850	2,959	3,798	18,911	28,956
Oldsmobile Division	15,721	18,671	65,921	79,861	417,755	505,383
Sunbird	3,063	2,855	9,148	7,459	65,404	50,440
Phoenix	2,644	3,012	7,413	7,497	49,355	37,355
Firebird	2,773	4,717	8,214	12,156	47,759	94,060
LeMans	2,376	3,799	6,434	10,053	41,036	63,247
Grand Prix	3,242	5,799	8,574	14,871	54,554	89,733
Pontiac	3,017	4,836	8,997	12,880	57,012	86,785
Pontiac Division	17,115	25,018	48,780	64,916	315,120	421,622
GENERAL MOTORS	114,510	147,497	314,911	406,371	2,114,849	2,590,616
VOLKSWAGEN	7,250	6,093	16,080	15,136	96,194	85,533
DOMESTIC TOTALS	183,489	264,545	510,921	700,897	3,399,176	4,446,176
IMPORT TOTAL	....	....	190,424	203,103	1,251,905	1,201,428
INDUSTRY TOTALS	....	....	701,345	904,000	4,651,081	5,647,604

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

IMPORT REGISTRATION SHARES IN U. S.

APRIL	Regis., Apr., 1980	Percent Share of Market	Regis., Apr., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota..........	49,947	22.63	45,044	19.64	+ 2.99
Datsun..........	48,536	21.99	41,743	18.20	+ 3.79
Honda...........	30,150	13.66	35,150	15.33	− 1.67
Volkswagen..	23,394	10.60	29,367	12.81	− 2.21
Mazda..........	12,026	5.45	13,869	6.05	− 0.60
Subaru..........	8,972	4.06	9,219	4.02	+ 0.04
Fiesta..........	6,326	2.87	6,965	3.05	− 0.18
Arrow...........	5,603	2.54	5,348	2.35	+ 0.21
Fiat..............	5,132	2.33	5,867	2.56	− 0.23
Colt..............	4,900	2.22	6,293	2.74	− 0.52
All Others......	25,718	11.65	30,429	13.27	− 1.62
TOTAL......	220,704		229,334		
Share of U.S. Total.....		28.16		23.99	+ 4.17

Registrations not available for Oklahoma, delayed for Hawaii.

FOUR MONTHS	Regis., 4 mos., 1980	Percent Share of Market	Regis., 4 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota..........	196,176	23.52	129,687	18.17	+ 5.35
Datsun..........	176,009	21.10	124,164	17.40	+ 3.70
Honda...........	112,305	13.46	111,660	15.64	− 2.18
Volkswagen..	79,017	9.47	102,264	14.33	− 4.86
Mazda..........	49,156	5.89	39,170	5.49	+ 0.40
Subaru..........	37,080	4.45	30,429	4.26	+ 0.19
Fiesta..........	25,527	3.06	22,854	3.20	− 0.14
Arrow...........	23,818	2.86	....	....	....
Colt..............	22,989	2.76	17,425	2.44	+ 0.32
Mercedes......	17,099	2.05	....	....	....
Fiat..............	....	....	17,833	2.50	....
Volvo............	....	....	16,691	2.34	....
All Others.....	94,927	11.38	101,589	14.23	− 2.85
TOTAL......	834,103		713,766		
Share of U.S. Total......		27.53		21.09	+ 6.44

But registrations are 3rd highest ever

Imports fail to set record for month

By Richard A. Wright
Assistant Managing Editor

After six consecutive months of records, registrations of new imported cars declined in April from a year earlier, according to figures compiled by R. L. Polk & Co. But the April total was up from March and it was the third highest import count for any month in history.

New import registrations in April totaled 220,704, down 3.76 percent from 229,334 a year earlier. The only other monthly total to top this year's April count was 237,289 in May last year, the biggest ever.

And, while imports were off slightly in April, their penetration of the total U. S. market was a record 28.16 percent, topping the former high of 27.82 percent set in February this year. Import penetration in April last year was 23.99 percent.

For the first four months, import registrations totaled 834,103, a record for the period and 16.86 percent ahead of 713,766 last year. Imports accounted for 27.53 percent of U. S. new-car registrations in the first four months, up 6.44 percentage points from 21.09 percent last year.

• The April import registration picture was highlighted by substantial gains in market share by the two leaders, Toyota and Datsun. Toyota held onto the top spot by increasing its share by 2.99 percentage points to 22.63 percent of import registrations. But Datsun had the biggest gain, 3.79 points to 21.99 percent.

Other gainers were Subaru, up 0.04 of a point to 4.06 percent, and Arrow, up 0.21 of a point to 2.54 percent.

Makes posting losses in market share were Honda, down 1.67 points to 13.66 percent; Volkswagen, down 2.21 points to 10.60 percent; Mazda, off 0.60 of a point to 5.45 percent; Fiesta, off 0.18 of a point to 2.87 percent; Fiat, down 0.23 of a point to 2.33 percent, and Colt, off 0.52 of a point to 2.22 percent.

The top 10 imports accounted for 88.35 percent of the April import registrations, compared with 86.73 percent a year earlier. In the first four months, the top 10 took 88.62 percent of the total, up from 85.77 percent last year.

Japanese nameplates accounted for 73.49 percent of the April import market, up from 70.27 a year earlier. All other countries of origin suffered losses, except France, which was up 0.19 of a point to 1.52 percent.

Registrations of imported cars in April by country of origin, with year-earlier figures in parentheses, were: Japan, 162,185 (161,116); West Germany, 41,804 (48,626); Italy, 5,665 (6,374); Sweden, 5,463 (6,197); France, 3,349 (3,057), and United Kingdom, 2,218 (3,964).

Registrations by country of origin for the first four months of 1980, with year-earlier figures in parentheses were: Japan, 625,604 (482,325); West Germany, 150,795 (169,903); Sweden, 20,921 (21,798); Italy, 17,486 (19,922); France, 11,945 (8,695); UK, 7,352 (11,122), and others, 0 (1).

Registrations of imported trucks in April were up 2.50 percent to 46,830, compared with 45,686 a year earlier.

Registrations of imported trucks in April, with year-earlier figures in parentheses, were: Toyota, 11,552 (10,007); Datsun, 8,953 (10,568); LUV, 8,090 (9,555); Courier, 6,889 (7,526), and others, 11,346 (8,030).

The truck import total for the first four months of 1980 was 182,692, up 20.12 percent from 152,092 last year.

Registrations of imported trucks in the first four months, with year-earlier figures in parentheses, were: Toyota, 46,959 (33,048); Datsun, 36,327 (31,547); LUV, 32,038 (35,237); Courier, 27,357 (28,172), and others, 40,011 (24,088).

factories list auction dates

American Motors

July 16—Big D Auto Auction, W. Hwy. 80, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

June 17—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

July 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

July 23—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

July 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

July 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

July 31—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp

July 15—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham, Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

July 16—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 17—*Auto City, 440 McClellan Hwy., East Boston, Mass.; *Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

July 21—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 22—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Model breakdown

Auction averages

	July to Date	June	May
1980	$5,362	$5,821	$6,050
1979	4,854	4,650	4,610
1978	3,542	3,501	3,498
1977	2,931	2,981	2,578
1976	2,105	2,328	2,177
1975	1,616	1,772	1,662
1974	1,225	1,343	1,203
1973	859	1,084	1,007
Overall Average	$3,026	$3,349	$3,183

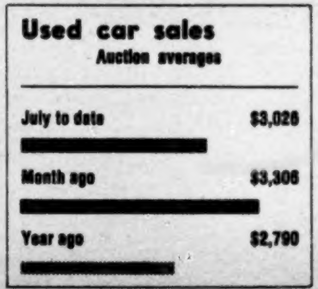
July 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

July 24—*Auto City, 440 McClellan Hwy., East Boston, Mass; *Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; *Big H Recon Center, 918 Asbury, Houston.

July 25—*Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

July 28—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 29—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; *Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; *Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; *Southwest Auto Auction, 3420 S. 48th St., Phoenix.



July 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 31—*Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

*Tentative—due to inventory shortages, some auctions are scheduled on a tentative basis. Please contact these locations before planning to attend.

Ford Motor Co.

July 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

July 16—Central States Auto Auction, 824 S. Taft, Mason City, Ia.

July 17—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

July 22—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

July 23—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont Blvd.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

July 24—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

July 30—Dallas Auto Auction, 4226 E. Main, Dallas; Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Changeovers cut into output; week brings 101,950

Production steady, but total is low

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 101,950 rose a slight 0.53 percent over the previous week's 101,411, but dropped 34.71 percent from the 156,138 cars assembled in the comparable 1979 week.

Year-to-date production of 3,616,726 is a 30.30 percent decline from the 5,188,722 units built by this date in 1979.

American Motors, whose Kenosha plant is down until July 21, has 2.60 percent of year-to-date output.

Chrysler Corp. assembled 11,250 autos last week and has 9.58 percent of the year's production.

Only Chrysler's Belvidere point (Omni, Horizon) is working this week. Chrysler's Newark and Jefferson assembly plants have been down for changeover to production of K-cars and are scheduled to begin output of 1981 model autos on Aug. 15 and July 29, respectively.

Chrysler's St. Louis point closed last Friday (July 11) for changeover to 1981 model production. When St. Louis resumes work on Aug. 4, it will be with one shift only at a reduction of 2,100 hourly workers.

Chrysler's Lynch Rd. plant closed July 9 for changeover and is scheduled to begin production of 1981 cars on Sept. 11.

All Ford Motor Co. auto assembly plants except Metuchen (Pinto, Bobcat) were closed last week for vacation and changeover and will remain down this week. Metuchen produced 3,960 cars last week and the company has 19.55 percent of year-to-date production.

General Motors built 82,365 autos last week and has 65.13 percent of the year's total.

Volkswagen of America produced 4,375 Rabbits last week for 3.10 percent of year-to-date production.

Checker Motors, which is down until Aug. 1, has 0.04 percent of the year's output.

U. S. CAR PRODUCTION

	Week Ended July 12, 1980	Same Week 1979	Week Ended July 5, 1980	July to Date	Jan. 1, to July 14, 1979	Jan. 1, to July 12, 1980
AMERICAN MOTORS......	....	....	....	....	77,569	93,913
Eagle..........	....	....	....	....	....	....
Concord..........	....	....	....	....	....	....
'78 AMX..........	....	....	....	....	....	....
Pacer..........	....	....	....	....	....	....
Spirit..........	....	....	....	....	....	....
CHRYSLER CORP.	11,250	15,016	9,846	13,712	550,543	346,621
Plymouth Total..........	4,150	6,544	3,912	5,128	219,582	157,195
Horizon..........	3,300	3,220	2,702	3,975	91,782	88,016
Volare..........	550	3,324	523	681	122,344	51,779
'80 Gran Fury..........	150	....	473	268	....	13,297
Caravelle..........	150	....	214	204	5,456	4,103
Chrysler Total..........	2,550	2,590	2,123	3,081	117,873	47,573
Chrysler..........	550	2,590	331	633	52,472	11,238
LeBaron..........	2,000	....	1,792	2,448	65,401	36,335
Dodge Total..........	4,550	5,882	3,811	5,503	213,088	141,853
Omni..........	2,700	2,831	2,194	3,249	82,718	76,510
St. Regis..........	250	600	505	376	17,943	10,737
Diplomat..........	1,250	....	885	1,471	30,044	17,701
Aspen..........	350	2,451	227	407	82,383	36,905
FORD MOTOR..........	3,960	22,658	18,624	8,616	1,272,371	706,915
Ford Division..........	3,409	18,408	12,823	6,615	825,992	523,109
Pinto..........	3,409	3,928	2,323	3,990	105,487	64,980
Mustang II/Mustang..	....	8,564	4,687	1,172	215,808	139,900
Fairmont..........	....	3,291	2,181	545	106,999	143,497
Granada..........	....	....	2,099	525	88,173	49,412
LTD II..........	....	....	....	....	22,746	....
Thunderbird..........	....	2,107	....	....	175,785	74,793
Ford..........	....	518	1,533	383	110,994	50,527
L-M Division..........	551	4,250	5,801	2,001	446,379	183,806
Mercury Total..........	551	4,250	4,761	1,741	349,822	165,552
Bobcat..........	551	1,045	497	675	28,143	11,862
Capri..........	....	2,477	1,053	263	63,911	40,144
Zephyr..........	....	728	865	216	37,290	45,863
Monarch..........	....	....	1,322	331	42,259	16,409
Cougar/XR7..........	....	....	....	....	104,958	23,752
Mercury..........	....	....	1,024	256	73,261	27,522
Lincoln Total..........	....	....	1,040	260	96,557	18,254
Lincoln..........	....	....	486	122	48,191	7,036
Versailles..........	....	....	....	....	8,898	1,861
Mark VI..........	....	....	554	138	39,468	9,357
GENERAL MOTORS..........	82,365	114,090	69,184	99,661	3,181,468	2,355,666
Buick Division..........	16,886	13,949	13,316	20,215	472,242	465,825
Skyhawk..........	....	610	....	....	13,899	....
Skylark/'79-'80..........	4,566	3,318	3,420	5,421	45,664	126,737
Century..........	3,790	1,000	3,077	4,559	31,436	103,078
Regal..........	4,410	6,136	3,487	5,282	166,723	123,050
Buick..........	3,415	2,885	2,732	4,098	177,182	86,608
Riviera..........	705	....	600	855	37,338	26,352
Cadillac Division..........	4,140	6,357	3,314	4,969	238,843	116,971
Seville..........	695	955	589	843	30,574	19,896
Cadillac..........	2,120	5,402	1,745	2,556	160,605	66,470
Eldorado..........	1,325	....	980	1,570	47,664	30,605
Chevrolet Division..........	32,380	54,807	27,389	39,227	1,353,817	986,636
Chevette..........	9,700	10,701	7,584	11,596	227,412	251,737
Monza..........	3,400	3,436	2,791	4,098	87,014	94,369
Camaro..........	2,540	6,843	2,022	3,045	167,955	73,095
Nova/Citation..........	9,805	8,425	6,911	11,533	133,247	261,812
Malibu..........	5,215	8,675	4,696	6,389	239,340	153,287
Monte Carlo..........	920	4,206	813	1,123	146,680	58,091
Chevrolet..........	....	11,527	1,932	483	325,511	70,075
Corvette..........	800	994	640	960	26,658	24,170
Oldsmobile Division..........	19,470	21,354	15,344	23,306	654,844	458,856
Starfire..........	....	423	....	....	11,891	....
Omega/'79-'80..........	2,790	1,335	1,903	3,266	21,657	67,411
Cutlass..........	10,812	13,231	8,134	12,845	328,371	230,601
Oldsmobile..........	4,868	6,365	4,504	5,994	257,051	137,569
Toronado..........	1,000	....	803	1,201	35,874	23,275
Pontiac Division..........	9,489	17,623	9,821	11,944	461,722	327,378
Acadian†..........	280	217	281	350	11,293	13,392
Sunbird..........	3,000	2,234	2,313	3,578	56,711	82,581
Phoenix/'79-'80..........	2,932	2,248	2,136	3,466	37,579	76,743
Firebird..........	1,540	4,956	1,243	1,851	126,075	47,803
LeMans..........	127	1,960	1,027	384	58,365	34,459
Grand Prix..........	415	2,414	1,862	881	62,005	35,242
Pontiac..........	1,195	3,594	959	1,434	109,694	37,158
VOLKSWAGEN..........	4,375	4,270	3,757	5,314	104,209	112,041
CHECKER..........	....	104	....	....	2,562	1,570
Total Cars, N. S.	101,950	156,138	101,411	127,303	5,188,722	3,616,726

Truck output dips 15 pct. for week; 17,503 assembled

U. S. truck production last week of 17,503 fell 15.43 percent from the 20,697 of the previous week, and dropped 70.47 percent from the 59,279 assembled in the comparable 1979 week.

Year-to-date truck output of 874,048 is a 57.92 percent decline from the 2,077,338 built by this date in 1979.

All Ford Motor Co. truck assembly plants were down last week for changeover and vacation and will remain down this week.

American Motors' Jeep plant will be closed for the entire month of July for changeover to 1981 model output.

Last Monday, International's Fort Wayne plant closed for the first of three successive weeks. Fort Wayne assembles the Scout.

Chrysler Corp.'s Warren truck point will be down for 1981 model changeover beginning today (July 14) until Aug. 11. Warren will be the only Chrysler plant in the U. S. which will assemble 1981 model trucks as its Missouri truck plant has been indefinitely mothballed and its St. Louis point discontinued truck assembly July 10.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 12, 1980	Same Week 1979	Week Ended July 5, 1980	July to Date	Jan. 1, to July 14, 1979	Jan. 1, to July 12, 1980
CHEVROLET..........	7,870	19,941	6,333	9,454	544,287	268,918
DODGE/PLYMOUTH..........	1,400	3,495	2,833	2,108	255,044	84,795
FORD..........	....	24,368	6,056	1,514	748,132	293,535
GMC..........	4,043	9,994	2,816	4,747	207,309	91,283
INTERNATIONAL..........	2,230	....	982	2,476	76,884	26,996
MACK..........	460	781	284	531	21,077	14,093
JEEP..........	....	....	....	....	87,699	51,105
AM CORP.	225*	....	180*	270*	13,426	5,054
VOLKSWAGEN..........	625	....	528	757	....	15,819
MISCELLANEOUS..........	650*	700	685	821*	23,480	22,450
Total Trucks, U. S..........	17,503	59,279	20,697	22,678	2,077,338	874,048

CANADIAN TRUCK PRODUCTION

	Week Ended July 12, 1980	Same Week 1979	Week Ended July 5, 1980	July to Date	Jan. 1, to July 14, 1979	Jan. 1, to July 12, 1980
CHRYSLER CORP..........	....	....	....	....	40,108	22,198
FORD MOTOR..........	354	3,380	3,200	1,154	153,765	103,811
GENERAL MOTORS..........	2,910	6,155	2,255	3,474	172,793	144,774
AMERICAN MOTORS..........	....	....	....	....	32,900	11,644
INTERNATIONAL..........	....	....	378	94	11,345	8,484
MACK..........	40	84	21	45	2,113	1,324
Total Trucks, Canada..	3,304	9,619	5,854	4,767	413,024	292,235
N. American Trucks....	20,807	68,898	26,551	27,445	2,490,362	1,166,283

**—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canada registers decline in output of cars, trucks

Production of cars and trucks in Canada last week declined compared with the previous week and year-ago figures.

Auto production last week of 13,105 fell 21.76 percent from the 16,750 assembled in the previous week and dropped 0.18 percent from the 13,128 built in the comparable 1979 week.

Year-to-date car output of 484,636 is a decline of 19.85 percent from the 604,695 produced by this date in 1979.

Canadian truck production last week of 3,304 declined 43.56 percent from the previous week's 5,854, and fell 65.65 percent from the 9,619 of the comparable 1979 week.

Year-to-date truck production of 292,235 is a 29.25 percent drop from the 413,024 built by this time in 1979.

American Motors' Jeep plant in Brampton, which has built out for the 1980 model year, is tentatively scheduled to reopen the first week of November.

Chrysler Corp.'s Windsor auto assembly plant closed July 4 for changeover and vacation and will be down until Aug. 4 when 1981-model production will begin. Chrysler originally planned to close Windsor the weeks of July 14 and 21 only.

Chrysler's Pillette Rd. plant built out for the 1980 model year June 20 and is scheduled to begin 1981 model production July 28. Pillette Rd. will be the only Chrysler plant to assemble vans in 1981.

Ford Motor Co.'s Oakville plant, which closed July 7 for three weeks, will build '80 models until production of 1981 model cars and trucks begins Aug. 18.

St. Thomas, which closed July 7 for two weeks, will build '80s until 1981 output starts Aug. 12.

General Motors' Oshawa No. 2 line and its St. Therese plant build out for the 1980 model year on Aug. 18 and 24, respectively. Production of 1981 models begins Sept. 18 and 25. Oshawa No. 1 will close Aug. 18, and begin assembly of 1981 models Sept. 11.

GM's Scarborough van plant closes for changeover Aug. 22 and begins 1981 model production Sept. 4.

All GM plants are scheduled to work regular hours until changeover begins.

CANADIAN CAR PRODUCTION

	Week Ended July 12, 1980	Same Week 1979	Week Ended July 5, 1980	July to Date	Jan. 1, to July 14, 1979	Jan. 1, to July 12, 1980
CHRYSLER CORP.	....	....	1,617	404	73,501	38,578
FORD MOTOR..........	1,008	360	5,470	2,375	181,420	144,231
GENERAL MOTORS..........	11,872	12,588	9,663	14,288	344,882	296,124
VOLVO..........	225	180	....	225	4,892	5,703
Total Cars, Canada.....	13,105	13,128	16,750	17,292	604,695	484,636
N. American Cars..........	115,055	169,266	118,161	144,595	5,793,417	4,101,362
N. American Trucks....	20,807	68,898	26,551	27,445	2,490,362	1,166,283
North American Cars and Trucks..........	135,862	238,164	144,712	172,040	8,283,779	5,267,645

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News.

Detroit, July 21, 1980

55th year—$35 per year, $1.00 per copy

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Ford charts rising share for Japanese

WASHINGTON. — Ford Motor Co.'s assessment of the threat of rising Japanese car and truck sales is being constantly updated as the charts are carried around the government agencies and distributed on the Hill.

U. S. car and truck sales continue on a sharp line downward and sales of Japanese cars and trucks continue their upward swing.

The latest Ford charts, dated July 7, did not, however, show the effect of the 25-percent tariff on small chassis-cabs scheduled for early August. The tariff may raise prices of Japanese-made small trucks (including those Ford Couriers made by Toyo Kogyo and General Motors' LUV made by Isuzu) $600 to $900.

While it is not possible to make a complete comparison—since some of the earlier charts are not available to AUTOMOTIVE NEWS—projections of the U. S. share must be disheartening to domestic makers.

Ford sees Japan's share of the U. S. market as 21.6 percent through June (compared with 21.2 percent through April and 16.6 percent for 1979). Japan's share of the truck market is forecast at 19.4 percent—up from 13.7 percent for 1979.

The Ford charts show no anticipated change from a month earlier for Japanese production. Ford noted that for cars and trucks, Japan's production rose from 4.7 million in 1969 to 10

Continued on Page 52, Col. 2

breaking news

Nissan to reveal U. S. plant site in August

TOKYO.—Nissan Motor Co. plans to make an announcement during the second week of August on its selection of a plant site in the U. S. The plant will build pickups. Speculation is that Nissan has narrowed the possibilities to three or four states in the Southwest or Midwest. The announcement is expected to be coordinated at the plant site, in Tokyo and probably in Washington.

Honda minitruck rumored for U. S.

TOKYO. — Honda Motor Co. is rumored to be studying plans to build a small front-drive pickup in the early '80s, according to sources here. Although production of such a vehicle has not yet been approved, it is believed the Honda minitruck would be based on the Accord, sharing many of the engine and mechanical components, as well as front-end sheet metal. The Accord is to be revised in '82 and is scheduled to be assembled at Honda's U. S. plant in Marysville, O., so it is conceivable the truck could be built alongside the car in the same plant.

See BREAKING NEWS, Page 57, Col. 1

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NEWSPAPER

Going topless

Mustang retouched

Automobili Intermeccanica, Fountain Valley, Calif., turns out this convertible conversion of the Ford Mustang. AI restructures the body and makes all its own parts for the conversion. Fiberglass cap flips up to accept the manually operated top for stowage. Story on Page 51.

Tough road ahead seen for Chrysler if slump continues

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The $1.5 billion in federal loan guarantees to Chrysler Corp. is simply not enough to keep the company viable if current depressed conditions in the industry continue through 1980 and perhaps beyond the early part of 1981, the federal Loan Guarantee Board said last week.

The board found some changed situations that appear to work in Chrysler's favor, but new risks turned up, too.

The board met to act on Chrysler's request for $300 million — the second drawdown from the federally guaranteed $1.5-billion package. Approval is expected in two steps.

The board gave its preliminary approval to $250 million but made the other $50 million contingent on the company getting together matching private financing by the date the new bonds are sold. In other words, Chrysler now has about 15 days —the same period as the statutory waiting period.

In order to give preliminary approval to the $250 million—bringing Chrysler to the halfway mark on available guarantees about six months after Congress passed the aid package—the board had to find adequate margins for future contingencies and a reasonable prospect that Chrysler will continue as a going concern.

With total industry sales falling — and Chrysler share also falling—this has become a more questionable decision.

This assumes an auto sales pickup next spring and, in particular, it assumes that Chrysler will sell all the K-cars it can make in the fourth quarter—to fleets and to dealers.

Treasury Secretary G. William Miller did not deny this was an "iffier" situation. In fact, at a press briefing after the meeting, he seemed to emphasize an additional "restructuring" which Chrysler must carry out by next September, when it will have yet another operating plan and when it is reasonable to expect a request for the third drawdown.

Chrysler Chairman Lee Iacocca told the board that an internal team headed by John W. Day, vice president and controller, will work out plans for restructuring and submit them to management and directors by Aug. 15.

This gives time for approval

Continued on Page 51, Col. 1

Makers are busy investing

Japan plans to add output capacity

By John Hartley
Staff Correspondent

TOKYO. — In an amazingly bland statement, Japan's Minister of International Trade and Industry, Yoshitake Sasaki, rejected American claims that Japanese auto makers were intent on increasing capacity by two million units a year.

The statement indicated that the ministry had not heard of "any large-scale plant and equipment investment programs in the auto industry which might be implemented in the next two or three years."

In addition, Shohei Kurihara, director general of MITI, said that information was available on this fiscal year, which extends to next March.

During that period, he claimed, auto makers plan to invest about $3 billion, but that only 25 percent of this was for new plant—and quite a proportion of that money is going into new component plants.

In fact, it is true that the Japanese are busy investing—in new power train plants in particular.

Nissan, Toyo Kogyo and Isuzu are all in various stages of building new transaxle plants. Toyo Kogyo's is built and Nissan's is virtually finished. Honda is investing in new engine facilities.

• However, the bulk of investment is aimed at new models, especially front-drive cars. Isuzu is to produce the General Motors J-car and a new coupe, Honda is to rebody its Accord for 1982, while Nissan and Toyota also have major new model programs.

Kurihara also said about the investment plans: "The automakers are seemingly unable to work out long-term investment plans because business prospects even for the near future are uncertain."

It seems that the Japanese decided that whatever they said, no one would believe them, so the less said the better. Clearly, once a certain view on such a subject has got around, any number of denials will not change the view.

So how does the statement square up with information available from the industry? Well, the overall investment for the year seems to be quite a bit less than was expected earlier, industry sources quoting around $3.5 billion.

In addition, certain expansion plans are known, or can be deduced. First, there is Toyota, which is building the new Tahara No. 2 factory in the next year or so, to give capacity of about 220,000 units, while Tahara No. 1 is to be expanded by about 60,000 units a year—total 280,000.

Honda is expanding its three factories at present, to boost output by 170,000 units a year, to just about one million units. Next year, Daihatsu is to increase output of its cars by about 20 percent. However, since this is a small company,

Continued on Page 51, Col. 4

EXTRA
Service Profits
Page E-1

Engine deal with Peugeot announced

Chrysler triggers next survival step

By Edward Lapham
Financial Editor

Chrysler Corp. has activated the next phase of its survival plan, which included some subsidiary status changes, another loan guarantee drawdown, a deal to buy Peugeot engines and the probability of more plant closings.

The auto maker last week notified the Loan Guarantee Board that it needed a second installment of guaranteed loans and later in the week announced plans to market, "in the near future," $250 million in notes similar to the first $500 million drawdown in June.

Chrysler said the notes would be issued in fully registered form, again in $5,000 multiples, like the first offering. The interest rate for the second offering is expected to be lower than on the first offering, due to market changes.

The auto maker reported that all but $40 million (8 percent) of the original offering was sold in the first week.

The forms the auto maker filed with the government in its quest for approval of the second drawdown disclosed other parts of the current phase of the company's survival plan, although Chrysler has been reluctant to disclose much information to the public since the first loan guarantee drawdown.

Chrysler announced it had reached agreement with PSA Peugeot-Citroen to purchase 1.6-liter four-cylinder engines to supplement existing sources for Omni and Horizon. The contract provides for shipment of up to 100,000 engines the first year and up to 150,000 in the second

Continued on Page 53, Col. 1

155,852 U. S.-built cars sold

Early-July car sales slowest in 13 years

By Jenny L. King
Staff Writer

Sales of new U. S.-built cars the first 10 days in July totaled 155,852, down 8.36 percent from the already depressed figure of 170,064 and lowest for the period since 1966 when the total was 153,124.

On a daily rate basis the news was even less spectacular. With eight days in the period this year, the daily rate was 19,482, down 19.81 percent from 24,295 based on seven days a year ago.

Year-to-date sales reached 3,555,028, 22.99 percent away from 4,616,240 through July 10, 1979.

Volkswagen of America reported a healthy 25.06-percent increase, its early-July sales climbing to 3,743 from 2,993. Ford Motor Co. fared best of the Big Three. Ford sales were down 3.03 percent, to 45,884 from 47,320. On a daily rate basis, Ford sales were off 15.15 percent.

General Motors sales dipped 11.12 percent, to 88,462 from 99,526. That was a 22.23-percent drop on a daily rate basis. Chrysler sales were down 16.03 percent, to 14,463 from 17,225—a 26.53-percent daily rate decrease.

Estimated sales of American Motors passenger cars were 3,300, up 10.00 percent from last year's 3,000 estimate.

Ford, AMC and VWoA increased their shares of the domestic market in early July, while GM and Chrysler paid for the difference. Ford climbed to 29.44 percent from 27.83 percent, the improvement presumably linked with the corporation's extended rebates on several Ford, Lincoln and Mercury models. It was Ford's greatest share for any period this calendar year.

VWoA earned 2.40 percent, up from 1.76 percent. and AMC went to 2.12 percent from 1.76 percent.

GM sales accounted for 56.76 percent of the market, down from 58.52 percent. Chrysler earned 9.28 percent, down from 10.13 percent.

Makes reporting sales increases included Ford, up 2.47 percent; Lincoln, up 44.84 percent; Buick, up 12.05 percent; Oldsmobile, up 4.74 percent; AMC, up 10.00 percent, and VW Rabbit, up 25.06 percent.

Pontiac suffered the greatest sales drop, down 26.30 percent; Mercury sales were down 23.59 percent, and Dodge sales dropped 20.14 percent.

The top five nameplates July 1-10 were headed by Ford Fairmont — first time this year — at 8,594, followed by Chevrolet Citation at 8,421, Ford Mustang at 7,677, Chevrolet Chevette at 6,967 and Oldsmobile Cutlass Supreme at 6,040.

DOMESTIC SALES

	July 1-10, 1980	July 1-10, 1979
AMERICAN MOTORS	3,300†	3,000†
Chrysler	2,819	3,377
Plymouth	5,643	6,334
Dodge	6,001	7,514
CHRYSLER CORP.	14,463	17,225
Ford	34,820	33,980
Mercury	9,171	12,003
Lincoln	1,893	1,307
FORD MOTOR	45,884	47,320
Buick	15,108	13,483
Cadillac	5,042	5,281
Chevrolet	35,590	43,661
Oldsmobile	18,150	17,328
Pontiac	14,572	19,773
GENERAL MOTORS	88,462	99,526
VOLKSWAGEN	3,743	2,993
INDUSTRY TOTAL	155,852	170,064

†—Estimate

Projections show domestic shares declining

Ford charts rising Japanese tide

Continued from Page 1

million in 1979, a planned 11 million in 1980 and — according to press reports—12.8 million by 1982.

The chart also shows the leveling off of Japan's home market—5.1 million in 1979 and 5.2 million in 1980—showing that more than half of Japan's cars and trucks are exported—and more than 40 percent of its exports go to the U. S.

Meanwhile, Ford charts the U. S. market as continuing to fall. The "through April" figure for car sales including imports had been 10 million at a seasonally adjusted annual rate. Ford lowered it to 9.1 million for the first half of 1980. For domestics, the forecasted rate was reduced from 7.2 million to 6.5 million. This is a drop from 9.1 million domestic units in 1978, or a 29-percent decrease in sales of North American-made cars.

Truck sales are off even more sharply in the Ford forecast.

Sales of U. S.-made trucks have fallen from 3.9 million units to a rate of 2.1 million—a 46-percent decline. The figure including truck imports also shows a drop, but only to a rate of 2.7 million for the first half of 1980.

Another chart shows worldwide profit trends for the four domestic companies (GM, Ford, Chrysler Corp. and American Motors but not Volkswagen of America) for 1978 and 1979. It shows the worldwide industry profit picture for the industry as a before-tax loss of $700 million for 1979's third and fourth quarter, compared with a profit of $6.2 billion in the first half.

First-quarter losses for 1980 are about $400 million, compared with substantial profits in the first quarter of 1978—$2.3 billion—and the first quarter of 1979—$3.4 billion.

But capital spending—which should feed on profits — continues to rise. Ford projects $64 billion for all four companies between 1980 and 1984.

Ford also points out the 1979 auto trade deficit of $9.6 billion (excluding Canda) is the single largest after oil. Virtually all of this—$8.6 billion—is with Japan. Ford projects the 1980 auto trade deficit with Japan will be between $11 and $12 billion—on top of a projected $80-$90 billion oil deficit.

A final Ford chart, reprinted here, shows the U. S. virtually alone in "having substantial domestic auto production with negligible import restraint."

Nations with major domestic auto production

Country	Mot. Veh. Hourly Compen. (Mid-1979)	'79 Car Industry Sales (000)	'79 Japanese Car Import Mkt. Share %	Protection of Domestic Car Industry (Nearest Whole Percentage)
Brazil	$ 2.53	830	*	95% local content or 185-205% duty
Mexico	3.91	268	*	50% local content
Venezuela	3.66★	94	*	51% local content or 120% duty
S. Africa	1.98	213	*	66% local content or 95% duty
Spain	7.39	588	*	90% local content or 35% duty†
Italy	7.90	1,329	*	11% duty‡ and bi-lateral import quota restricting Japanese imports to 2,000 cars a year
Argentina	NA	196	1.2	92% local content or 85% duty
France	8.97	1,976	2.2	11% duty‡ and informal limit on Japanese car share to 3% or less
Germany	14.05	2,567	5.7	11% duty‡
Canada	9.46	1,005	8.2	14% duty
U.K.	6.36	1,716	10.8	11% duty‡ and agreement with Japanese to restrict car market share to 10-11% or less
Australia	NA	458	15.2	85% local content or 58% duty (quota limits import share to 20% of market)
U. S.	13.72	10,510	16.6	3% duty
Memo: Japan	$ 6.85	3,322	1.8 (all imports)	No duty, but protected by high duties in the past and now by a major cost advantage

*—Less than 0.1%.
†—Effective rate is about 63% because of additional taxes.
‡—Effective rate is about 14% because of c.i.f. basis (FOB cost plus insurance and freight) and value-added taxes.
★—1978 figure.

truck industry news

Compact pickups only trucks to show first-half gain

6-month sales off 29 pct. from '79

Higher costs of product, fuel and money, plus the slump in the general economy, caused first-half retail sales of new trucks in the U. S. to fall to their lowest level in five years, with declines in all market segments except compact pickup trucks.

In the first six months of 1980, franchised dealers and factory outlets retailed 1,338,878 units, according to preliminary reports, a decline of 29 percent below last year's 1,883,437 and 36.6 percent below the record 2,112,117 sold in the first half of 1978. In 1975, the six-month count was only 1,090,843.

Although sales in June were down from those in the same month a year ago, the rate of decline was the lowest for any month since last September.

During the month, an estimated 230,117 units were retailed, off 17.4 percent from the 278,514 sold in June, 1979.

In the January-June period, there were substantial decreases in sales in the three market segments, with mediums showing the biggest losses.

Light-truck sales dropped 28.4 percent below the year-ago total, from 1,680,690 units in 1979 to 1,202,716. However, the compact pickups—the Japanese imports and the U. S.-built Volkswagen—were up 8.6 percent to 269,734 units, compared with 248,377 a year ago.

- Heavy-truck sales in the first half totaled 89,607 units, down 25.1 percent from the record 119,600 retailed in the like period of 1979. Mediums dropped 44 percent below the year-ago total, from 83,143 to 46,555.

Sales of the compact pickups in June were down from last year for the third consecutive month, but the decline was small. Dealers retailed 38,665 units during the month, off 0.6 percent from the year-ago 38,910.

The Motor Vehicle Manufacturers Assn. reported sharp declines in the number of unsold light and medium trucks in retailers' hands at the end of the first half, and a small drop in heavy-truck stocks.

Table on Page 18.

Inventories totaled 638,787 units going into July, a decline of 41.2 percent from the 1,085,610 on hand at the same time in 1979.

Light trucks, excluding the non-captive Japanese imports, were down 43.7 percent, from 971,884 a year ago to 547,362. There were 32,916 mediums on hand, off 37.7 percent from last year's 52,864, and the heavies were down 3.9 percent to 58,509 units, compared with 60,862 a year ago.

Six-month sales by the nation's Big Three dealers totaled 1,080,996 units, a decline of 34 percent from last year's 1,637,953. The June total was down 21.1 percent, from 239,256 a year ago to 188,683. Big Three totals

Continued on Page 18, Col. 3

Big Three June, year-to-date truck sales

	June 1980	June 1979	Year to date 1980	Year to date 1979
Ford				
Vans	7,965	14,974	55,873	98,454
Club Wagon	2,179	3,367	13,660	23,219
Courier	5,544	5,915	40,077	42,899
Bronco	5,342	4,263	20,945	35,994
Conventional pickups	45,813	59,315	252,121	383,902
Mediums	5,267	7,913	28,482	39,119
Heavies	1,164	2,259	7,821	12,317
Chevrolet				
Vans	7,151	13,669	50,339	94,590
Sportvan	1,342	2,834	9,793	17,474
LUV	5,979	7,294	47,721	56,477
El Camino	3,019	4,268	21,407	25,045
Blazer	4,148	3,938	16,578	32,326
Suburban	2,377	3,556	12,366	23,825
Conventional pickups	49,713	51,163	246,888	362,800
Mediums	2,450	3,095	16,057	21,347
Heavies	160	286	1,276	1,860
Chrysler				
Vans	5,566	8,026	37,700	75,752
Voyager	610	997	3,727	5,315
Sportsman	2,475	3,346	12,270	17,443
Arrow	1,355	1,302	10,451	8,174
D-50	3,269	3,094	22,388	17,703
Trail Duster	217	227	2,094	3,024
Ramcharger	502	832	4,593	8,414
Conventional pickups	6,565	11,806	43,408	75,498
GMC				
Vans	1,604	3,161	12,490	22,927
Caballero	377	556	2,303	3,377
Jimmy	835	747	3,292	6,762
Suburban	500	674	2,458	4,385
Conventional pickups	11,740	11,747	56,222	86,683
P models	317	662	2,161	2,924
Mediums	1,562	2,386	13,437	15,920
Heavies	1,576	1,553	10,598	11,681
Motor homes	....	31	....	323

factories list auction dates

American Motors

July 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

July 23—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

July 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

July 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

July 31—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp

July 21—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 22—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

July 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Meyer & Sons, 6464 Downing St., Denver.

July 24—*Auto City, 440 McClellan Hwy., East Boston, Mass; *Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; *Big H Recon Center, 918 Asbury, Houston.

July 25—*Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

July 28—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 29—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; *Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; *Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; *Southwest Auto Auction, 3420 S. 48th St., Phoenix.

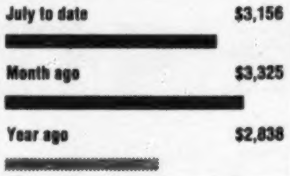
July 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 31—*Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

*Tentative—due to inventory shortages, some auctions are scheduled on a tentative basis. Please contact these locations before planning to attend.

Used car sales

Auction averages



Model breakdown

Auction averages

	July to Date	June	May
1980	$5,521	$5,821	$6,050
1979	4,827	4,650	4,610
1978	3,552	3,501	3,498
1977	3,000	2,981	2,578
1976	2,191	2,328	2,177
1975	1,655	1,772	1,662
1974	1,281	1,343	1,203
1973	869	1,084	1,007
Overall Average	$3,156	$3,349	$3,183

Ford Motor Co.

July 22—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

July 23—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont Blvd.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

July 24—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

July 30—Dallas Auto Auction, 4226 E. Main, Dallas; Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Year's total is off 30 pct. from 1979 level

Week's auto production falls 9 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 93,582 fell 9.39 percent from the 103,280 assembled in the previous week, and dropped 30.75 percent from the 135,135 built in the comparable 1979 week.

Year-to-date car output of 3,711,638 is a 30.31-percent decline from the 5,325,871 produced by this date in 1979.

American Motors' Kenosha (Wis.) plant is down until July 21. AMC has 2.53 percent of year-to-date production.

Chrysler Corp.'s Belvidere plant was the only Chrysler assembly point that worked last week and will be the only plant working this week. Belvidere produced 6,100 Omni and Horizon models last week, and the company has 9.51 percent of year-to-date production.

Chrysler's Jefferson Ave. plant, which has been under conversion for the 1981-model Plymouth Reliant and Dodge Aries, is scheduled to begin production July 29.

Start-up dates for production of 1981 models at St. Louis (LeBaron, Diplomat, Caravelle) is Aug. 4. At Newark (Reliant, Aries), production is planned to begin Aug. 15, and at Lynch Rd. (New Yorker, St. Regis, Gran Fury), output of 1981 model cars begins Sept. 11.

All General Motors car assembly plants worked last week, producing a total of 79,483 cars. GM has 65.61 percent of year-to-date output.

Last week and this, a total of eight GM car assembly plants will close for changeover to production of 1981-model cars.

GM's Lansing point (Cutlass, Delta 88, 98), built out last week, as did its Fremont (Century, Regal, Malibu, Monte Carlo) and Janesville (Chevrolet) plants.

This week, GM's Flint (Century, Regal, LeSabre, Electra), Detroit (Cadillac) and Framingham (Century, Regal, Cutlass) points will close for changeover, as will its Linden (Riviera, Toronado, Eldorado, Seville) and Norwood (Camaro, Firebird) plants.

A total of 3,624 Pinto and Bobcat models were assembled at Ford Motor Co.'s Metuchen point, the only Ford assembly plant which worked last week. Ford has 19.15 percent of the year's total domestic output.

Volkswagen of America assembled 4,375 units last week and has 3.16 percent of year-to-date production.

Checker Motors, which is down until Aug. 4, has 0.04 percent of year-to-date output.

U. S. CAR PRODUCTION

	Week Ended July 19, 1980	Same Week 1979	Week Ended July 12, 1980	July to Date	Jan. 1, to July 21, 1979	Jan. 1, to July 19, 1980
AMERICAN MOTORS	......	3,500*	......	......	81,069*	93,913
Eagle	......	......	......	......	......	......
Concord	......	......	......	......	......	......
'78 AMX	......	......	......	......	......	......
Pacer	......	......	......	......	......	......
Spirit	......	......	......	......	......	......
CHRYSLER CORP.	6,100	13,585	11,322	19,864	564,589	352,793
Plymouth Total	3,400	5,826	4,148	8,526	225,756	160,593
Horizon	3,400	3,157	3,344	7,419	95,002	91,460
Volare	......	2,669	511	642	125,298	51,740
'80 Gran Fury	......	......	163	281	......	13,310
Caravelle	......	......	130	184	5,456	4,083
Chrysler Total	......	2,671	2,797	3,328	120,503	47,820
Chrysler	......	2,671	828	911	55,102	11,515
LeBaron	......	......	1,969	2,417	65,401	36,304
Dodge Total	2,700	5,088	4,377	8,030	218,330	144,380
Omni	2,700	2,923	2,661	5,910	85,559	79,171
St. Regis	......	527	238	364	18,513	10,725
Diplomat	......	......	1,134	1,355	30,044	17,585
Aspen	......	1,638	344	401	84,214	36,899
FORD MOTOR	3,624	27,269	4,200	12,480	1,298,999	710,779
Ford Division	3,202	22,214	3,585	9,993	847,308	526,487
Pinto	3,202	3,923	3,585	7,368	109,379	68,358
Mustang II/Mustang	......	8,617	......	1,172	224,356	139,900
Fairmont	......	5,864	......	545	112,764	143,497
Granada	......	1,185	......	525	88,659	49,412
LTD II	......	......	......	......	22,746	......
Thunderbird	......	2,108	......	......	177,883	74,793
Ford	......	517	......	383	111,521	50,527
L-M Division	422	5,055	615	2,487	451,691	184,292
Mercury Total	422	5,055	615	2,227	355,134	166,038
Bobcat	422	1,039	615	1,161	29,197	12,348
Capri	......	2,334	......	263	66,351	40,144
Zephyr	......	1,437	......	216	38,851	45,863
Monarch	......	245	......	331	42,516	16,409
Cougar/XR7	......	......	......	......	104,958	23,752
Mercury	......	......	......	256	73,261	27,522
Lincoln Total	......	......	......	260	96,557	18,254
Lincoln	......	......	......	122	48,191	7,036
Versailles	......	......	......	......	8,898	1,861
Mark VI	......	......	......	138	39,468	9,357
GENERAL MOTORS	79,483	87,133	82,338	179,117	3,270,574	2,435,122
Buick Division	15,819	7,549	16,740	35,888	480,119	481,498
Skyhawk	......	445	......	......	14,499	......
Skylark/'79-'80	4,233	2,974	4,481	9,569	48,980	130,885
Century	3,435	631	3,902	8,106	31,983	106,625
Regal	4,031	3,403	4,256	9,159	170,154	126,927
Buick	3,415	96	3,392	7,490	177,165	90,000
Riviera	705	......	709	1,564	37,338	27,061
Cadillac Division	4,140	1,172	4,106	9,075	240,027	121,077
Seville	695	......	689	1,532	30,574	20,585
Cadillac	2,120	1,172	2,120	4,676	161,789	68,590
Eldorado	1,325	......	1,297	2,867	47,664	31,902
Chevrolet Division	34,893	47,688	32,072	73,812	1,402,694	1,021,221
Chevette	9,765	10,958	9,597	21,258	238,443	261,399
Monza	3,400	3,464	3,161	7,259	90,370	97,530
Camaro	2,540	5,797	2,487	5,532	174,498	75,582
Nova/Citation	9,956	7,247	9,913	21,597	140,692	271,876
Malibu	5,134	8,574	5,225	11,533	248,015	158,431
Monte Carlo	898	4,153	915	2,016	150,881	58,984
Chevrolet	2,400	6,514	......	2,883	332,143	72,475
Corvette	800	981	774	1,734	27,652	24,944
Oldsmobile Division	15,895	16,091	19,407	39,138	671,105	474,688
Starfire	......	496	......	......	12,302	......
Omega/'79-'80	2,356	1,597	2,270	5,102	22,992	69,247
Cutlass	10,949	8,139	11,396	24,378	336,521	242,134
Oldsmobile	1,590	5,859	4,185	7,501	263,416	139,076
Toronado	1,000	......	956	2,157	35,874	24,231
Pontiac Division	8,736	14,633	10,013	21,204	476,629	336,638
Acadian†	215	291	403	688	11,600	13,730
Sunbird	3,018	2,186	2,978	6,574	58,893	85,577
Phoenix/'79-'80	2,768	2,205	2,994	6,296	39,574	79,573
Firebird	1,540	4,499	1,545	3,396	130,429	49,348
LeMans	......	1,863	279	536	60,123	34,611
Grand Prix	......	2,079	613	1,079	64,152	35,440
Pontiac	1,195	1,510	1,201	2,635	111,858	38,359
VOLKSWAGEN	4,375	3,565	5,420	10,734	107,954	117,461
CHECKER	......	83	......	......	2,686	1,570
Total Cars, N. S.	93,582	135,135	103,280	222,215	5,325,871	3,711,638

U.S. truck output slides again, to 14,853 for week

U. S. truck production last week of 14,853 dropped 13.15 percent from the 17,101 of the previous week, and declined 64.17 percent from the 41,457 assembled in the comparable 1979 week.

Year-to-date truck production of 888,499 is a 58.20-percent slide from the 2,125,783 built by this date in 1979.

Chevrolet has 31.09 percent of year-to-date production, and Ford Motor Co. has 33.04 percent.

The breakdown for the other truck makers is Dodge/Plymouth, 9.52 percent; GMC, 10.63 percent; International, 3.28 percent; Mack, 1.62 percent; Jeep, 5.75 percent; AM Corp., 0.60 percent; miscellaneous trucks, 2.60 percent, and Volkswagen of America, 1.87 percent.

All Ford truck assembly plants were closed last week for vacation and changeover, as was Chrysler Corp.'s Warren point. Warren is scheduled to begin production of 1981 models Aug. 11.

American Motors' Jeep plant will be down until the end of July.

International Harvester's Fort Wayne plant will be down this week for the third successive week.

General Motors' Flint assembly point is scheduled to close this Friday (July 25) for changeover to production of 1981 model trucks. Line one at Chevrolet Flint has been closed since June 30.

GM's Lordstown van line will be down this week for the second of two weeks, idling 850 workers.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 19, 1980	Same Week 1979	Week Ended July 12, 1980	July to Date	Jan. 1, to July 21, 1979	Jan. 1, to July 19, 1980
CHEVROLET	7,161	19,826	8,062	16,807	666,018	276,271
DODGE/PLYMOUTH	......	648	1,185	1,893	255,089	84,580
FORD	......	10,882	......	1,514	764,543	293,535
GMC	3,552	8,558	3,651	7,907	216,066	94,443
INTERNATIONAL	2,180	......	2,183	4,609	76,884	29,129
MACK	460	843	339	870	21,858	14,432
JEEP	......	......	......	......	87,699*	51,105
AM CORP.	225*	......	225*	495*	13,426*	5,279*
VOLKSWAGEN	625	......	771	1,528	......	16,590
MISCELLANEOUS	650*	700	685	1,506*	24,200	23,135*
Total Trucks, U. S.	14,853	41,457	17,101	37,129	2,125,783	888,499

CANADIAN TRUCK PRODUCTION

	Week Ended July 19, 1980	Same Week 1979	Week Ended July 12, 1980	July to Date	Jan. 1, to July 21, 1979	Jan. 1, to July 19, 1980
CHRYSLER CORP.	......	......	......	......	40,108	22,198
FORD MOTOR	2,784	588	324	3,908	154,925	106,565
GENERAL MOTORS	2,682	4,221	2,682	5,928	176,744	147,228
AMERICAN MOTORS	......	......	......	......	32,900	11,644
INTERNATIONAL	......	......	......	94	11,345	8,484
MACK	40	136	59	104	2,197	1,383
Total Trucks, Canada	5,506	4,945	3,065	10,034	418,219	297,502
N. American Trucks	20,359	46,402	20,166	47,163	2,544,002	1,186,001

**—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output of autos declines; trucks up 79 pct.

Canadian auto makers built 12,716 cars last week, a decline of 6.58 percent from the 13,612 assembled in the previous week.

Last week's figure was a 8.28 percent rise over the 11,744 autos produced in the comparable 1979 week.

Year-to-date auto output of 497,859 is a 19.08 percent drop from the 615,264 units produced by this time in 1979.

Truck output in Canada last week of 5,506 rose 79.64 percent over the 3,065 of the previous week, and was an increase of 11.34 percent over the 4,945 of the comparable 1979 week.

Year-to-date truck production of 297,502 is a 28.86-percent decline from the 418,219 produced by this date in 1979.

Chrysler Corp.'s Windsor auto assembly plant will be closed until 1981 model production begins Aug. 4. Its Pillette Road plant is scheduled to begin 1981 output of vans July 28.

Ford Motor Co.'s Oakville plant is scheduled to reopen July 28. Oakville will assemble 1980 models until Aug. 18, when production of 1981 models begins.

Ford's St. Thomas plant, which will reopen today (July 21), will begin 1981 output Aug. 12.

International Harvester is scheduled to reopen today (July 21).

All General Motors car and truck assembly plants are planning to work regular hours until changeover begins in late August.

CANADIAN CAR PRODUCTION

	Week Ended July 19, 1980	Same Week 1979	Week Ended July 12, 1980	July to Date	Jan. 1, to July 21, 1979	Jan. 1, to July 19, 1980
CHRYSLER CORP.	......	......	......	404	73,501	38,578
FORD MOTOR	1.104	......	1.164	3.635	181,612	145,491
GENERAL MOTORS	11,387	11,564	12,246	26,049	355,079	307,885
VOLVO	225	180	202	427	5,072	5,905
Total Cars, Canada	12,716	11,744	13,612	30,515	615,264	497,859
N. American Cars	106,298	146,879	116,892	252,730	5,941,135	4,209,497
N. American Trucks	20.359	46.402	20,166	47,163	2,544,002	1,186,001
North American Cars and Trucks	126,657	193,281	137,058	299,893	8,485,137	5,395,498

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News.

Detroit, July 28, 1980

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New from 'Mother Russia'

Model changeover time at the Lada works?

Russian designers at the Lada plant in Togliatti took the lowline 2101 model, added crisper body lines and rectangular headlamps and created this updated version (above), the 2105. It's the first major styling change for the Fiat 124-based sedans in a decade. The 2105 recently went into production, but affluent Russians will have to wait at least a year before they can buy the all-new 2107 luxury sedan (below). For a look inside the 2107, see the photo on Page 7.

NADA sees improved factory-dealer relations

New GM franchise lauded

By Richard A. Wright
Assistant Managing Editor

A "new era" of greater cooperation and improved factory-dealer relations is being ushered in by the new General Motors franchise agreement, according to some dealer spokesmen.

GM people are reluctant to say that the situation has not been one of cooperation and good relations, but they are clearly pleased with dealer reaction to the new agreement, which virtually all GM dealers will sign this week. The contract goes into effect Nov. 1.

The new five-year agreement was the result of much consultation between NADA and GM and "incorporates in whole or in part many of NADA's major proposals and is shorter, more understandable, more objective and far less onerous" than the current franchise agreement, according to NADA President George S. Irvin. Irvin is a Chevrolet and import dealer in Denver.

Buddy Derrick Jr., Pontiac-Cadillac-GMC-AMC-Jeep dealer in Lexington, Va., and chairman of the NADA Industry Relations Committee, said the current agreement, which was introduced in 1975, was "harsh, punitive and dictatorial."

"The language was abrasive," he said, "and NADA positions were ignored." The contract was the source of much discontent expressed at the NADA convention that year.

For the first time, the 1980 franchise agreement is between the dealer and GM, not one of its divisions, a reflection of GM's shift toward a corporate approach to dealer relations. It is also less complicated and shorter than before — 21 pages compared with 35.

GM is presenting the new contract to its dealers this week, although the current agreement does not expire until Nov. 1, and GM zone personnel will be present at meetings to answer any questions the dealers might have.

Robert D. Burger, GM vice president, Marketing Staff, said that five years ago GM told its dealers to have their lawyers look at the franchise agreement. That may have been a mistake because dealers' lawyers saw the document as one-sided and not in the dealer's best interest.

"We wanted to write this contract more clearly," Burger said. "I have always taken the view that if we are to be an effective organization, we have to be fair to our dealers—whatever the contract says."

And Derrick said that in practice GM was not as tough as the 1975 contract indicated it could be. In fact, GM issued a clarifying letter in 1976 softening the harsh sound of the contract.

- Walter Huizenga, NADA chief counsel and executive director, legal, regulatory and industry affairs, listed four reasons for

Continued on Page 41, Col. 1

Chrysler here to stay, says Treasury's Miller

WASHINGTON. — Chrysler Corp. is here to stay, Treasury Secretary G. William Miller said last week.

Testifying before the Senate Finance Committee on the wisdom of a tax cut this year, Miller said the firm will be successful in its attempt for solvency and predicted that it would not require any more government assistance after 1983.

The Chrysler of the future will not sell as many vehicles as it did in its heyday, he said, but it will be a profitable concern.

Chrysler is in a unique position to take advantage of a marketplace demanding smaller, fuel-efficient cars, Miller said. It is on the leading edge of developing technology in front-wheel-drive, fuel-efficient vehicles.

"We are confident it will recover from its current woes," he said.

Miller also said it was extremely important that government be supportive of the auto industry as it goes through its $80 billion turnaround program. Industry needs government help and the U. S. must provide it, he said.

Miller is also chairman of the Chrysler Loan Guarantee Board. Earlier this month he and the rest of the board authorized another $250 million drawdown by Chrysler on the $1.5 billion in guaranteed loans the government has authorized for the firm. Chrysler has now used half of the guaranteed money available to it.

While granting the additional funds, Miller had said the situation for the firm was now "iffier," given the downturn in the U. S. economy.

But he also said that with the further restructuring of the firm (a plan has been promised for Sept. 1 by Chrysler Chairman Lee Iacocca) and an upturn in the market, the company has a reasonable prospect of viability.

Murphy, Nevin open Automotive News program

World Congress gets under way

DEARBORN. — General Motors Chairman Thomas A. Murphy took the podium last night to deliver his keynote speech to some 500 registrants plus guests and family members for the opening of the fifth Automotive News World Congress.

The registrants, who will be students of the automotive industry and related businesses for 3½ days, traveled to the Hyatt Regency Hotel here to listen to 34 experts on every aspect of the industry.

Murphy was followed Sunday night by John J. Nevin, president and chief operating officer of the nation's second largest tire maker, Firestone Tire & Rubber Co.

The 1980 World Congress is the fifth annual conference presented by Automotive News. The series began in 1976 as a unique forum for the exchange of information among persons close to the U. S. auto industry.

The blue-ribbon faculty is made up of trend-setters and thought-shapers at every level. Its members represent auto makers, dealers, suppliers, financiers, leasing, government, business management and entrepreneurs.

"The need is even greater today for automotive professionals to gather, get the latest information from industry leaders and talk among themselves in a stimulating setting," said Keith E. Crain, publisher and editorial director of Automotive News.

"It is gratifying that so many of those who attended our first four World Congresses have returned for this one. And we are happy to welcome those who are joining us for the first time."

More than 250 companies and organizations from around the globe were represented as sessions began Sunday evening.

A check of the roll showed registrants from 32 states, the District of Columbia and Puerto Rico. Also signed in were registrants from 10 foreign countries. Canada was best represented with more than 20. Mexico and England were joined by Sweden, Australia, Norway, West Germany, Spain, Japan and Kuwait.

After Michigan, the best-represented states at the World Congress were New Jersey, California and New York.

Registrants arriving Sunday afternoon were able to attend continuous presentations of the latest in automobile-related motion pictures presented by Modern Talking Picture Service of Chicago. Murphy and Nevin spoke following the gala opening-night dinner party.

The fifth annual Automotive News World Congress closes Wednesday noon.

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breaking news

NHTSA probing X-car brakes

WASHINGTON.—NHTSA is looking into reports of possible braking problems on General Motors X-cars. According to a spokesman for the agency, NHTSA is conducting an engineering analysis of the power brakes on the cars after receiving about a dozen complaints from owners that the vehicles were losing braking ability. GM has thus far produced about one million X-cars. NHTSA performs an engineering analysis prior to deciding whether to formally open a defect investigation.

Auto firms freed from FTC franchise rule

WASHINGTON.—The FTC has exempted all auto makers, domestic and import, from its franchise rule that requires franchisors to reveal detailed financial information to franchisees. The FTC said that the sale of most auto dealerships does not constitute the sale of a "franchise" within the meaning of the FTC rule and that certain other circumstances peculiar to the industry suggest that applications of the rule may be unnecessary.

May registrations total 733,229

New-car market hits 5-year low

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in May were down sharply from a year earlier to the lowest level since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in May totaled 733,229, down 25.68 percent from 986,523 a year earlier and the lowest for the month since 656,803 in 1975.

May registrations were also down from 783,741 in April, a reversal of the usual pattern. In every year in the decade of the '70s, the May total was higher than April.

Table on Page 31

Import registrations were off 9.54 percent to 214,660 from the any-month record in May last year of 237,289, while domestic registrations plummeted 30.79 percent from 749,234 to 518,569.

For the first five months of 1980, new-car registrations totaled 3,775,174, down 13.64 percent from 4,371,625 last year.

• American Motors and General Motors increased their market shares in May compared with a year earlier, as did the imports.

AMC boosted its share of registrations 0.24 of a percentage point to 1.78 percent, while GM was up 0.14 of a point to 46.04 percent. Import penetration was a record 29.98 percent, up 5.23 points.

Ford Motor Co. suffered the biggest market-share loss, down 3.39 percentage points to 16.38 percent. Chrysler Corp. saw its market share fall 2.19 points to 6.49 percent. Miscellaneous domestic lines were off 0.03 of a point to 0.03 percent.

Excluding imports, domestic-only registrations in May were divided this way: GM, 65.10 percent; Ford Motor Co., 23.16 percent; Chrysler Corp., 9.19 percent; AMC, 2.51 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.44 percent; Ford Motor Co., 26.04 percent; Chrysler Corp., 11.43 percent; AMC, 2.02 percent, and miscellaneous, 0.07 percent.

• By size segments, the biggest shifts were a hefty increase for imports and a substantial loss for standards. Subcompacts and intermediates were up slightly, while compacts and luxury units declined.

Imports again took the biggest chunk of the market, 29.28 percent, and registered the biggest gain in market share over May a year earlier, 5.23 points. Subcompacts were up 0.39 of a point to 12.24 percent and intermediates gained 0.38 of a point to 21.09 percent.

The standard segment accounted for 10.68 percent of May registrations, off 3.61 points from a year earlier, while compacts were down 0.34 of a point to 22.83 percent and luxury units dipped 0.96 of a point to 4.22 percent.

Registrations by size class in May were: Subcompacts, 89,771; compact, 164,952; intermediate, 154,643; standard, 78,287; luxury, 30,916, and imports, 214,660.

The top 20 domestic nameplates in registrations in May were:

1—Chevrolet Citation	34,679
2—Chevrolet Chevette	29,913
3—Ford Fairmont	25,083
4—Chevrolet Malibu	22,772
5—Olds Cutlass Supreme	22,137
6—Ford Mustang	21,542
7—Standard Chevrolet	18,534
8—Olds Cutlass	18,354
9—Standard Oldsmobile	17,211
10—Buick Regal	15,335
11—Buick Skylark	14,500
12—Standard Ford	12,886
13—Chevrolet Monte Carlo	12,792
14—Ford Pinto	12,673
15—Buick Century	12,633
16—Chevrolet Monza	12,000
17—Standard Buick	11,178
18—Pontiac Sunbird	10,606
19—Cadillac	9,357
20—Ford Thunderbird	9,245

NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1980	Percent Share of Market	Regis., May, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 5 mos., 1980	Percent Share of Market	Regis., 5 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	144,872	19.76	199,554	20.23	− 0.47	761,951	20.18	869,467	19.89	+ 0.29
Ford	88,062	12.01	138,449	14.03	− 2.02	472,714	12.52	659,207	15.06	− 2.56
Oldsmobile	68,573	9.35	89,152	9.04	+ 0.31	332,715	8.81	387,541	8.86	− 0.05
Buick	57,321	7.82	63,126	6.40	+ 1.42	284,034	7.53	279,730	6.40	+ 1.13
Pontiac	50,854	6.93	74,408	7.54	− 0.61	258,361	6.84	330,186	7.55	− 0.71
Mercury	26,192	3.57	45,783	4.64	− 1.07	148,026	3.92	223,624	5.12	− 1.20
Dodge	19,097	2.60	34,380	3.48	− 0.88	104,677	2.77	164,286	3.76	− 0.99
Plymouth	17,906	2.44	31,743	3.22	− 0.78	97,623	2.59	150,121	3.43	− 0.84
Cadillac	15,966	2.18	26,570	2.69	− 0.51	93,371	2.47	136,740	3.13	− 0.66
AMC	13,040	1.78	15,174	1.54	+ 0.24	68,607	1.82	58,325	1.33	+ 0.49
Chrysler	10,667	1.45	19,491	1.98	− 0.53	61,814	1.64	97,707	2.24	− 0.60
Lincoln	5,830	0.80	10,851	1.10	− 0.30	33,752	0.89	61,752	1.41	− 0.52
GENERAL MOTORS	337,586	46.04	452,810	45.90	+ 0.14	1,730,432	45.83	2,003,664	45.83	....
FORD MOTOR CO.	120,084	16.38	195,083	19.77	− 3.39	654,492	17.33	944,583	21.61	− 4.28
CHRYSLER CORP.	47,670	6.49	85,614	8.68	− 2.19	264,114	7.00	412,114	9.43	− 2.43
AMERICAN MOTORS	13,040	1.78	15,174	1.54	+ 0.24	68,607	1.82	58,325	1.33	+ 0.49
IMPORTS	214,660	29.28	237,289	24.05	+ 5.23	1,056,198	27.98	951,055	21.76	+ 6.22
MISCELLANEOUS	189	0.03	553	0.06	− 0.03	1,331	0.04	1,864	0.04	....
TOTAL	733,229		986,523			3,775,174		4,371,625		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

truck industry news

Only one of 8 weight groups tops '79

5-month, May tallies are lowest since 1975

Registrations of new trucks of all types in the U. S. in the first five months of 1980 and for May were the lowest for these periods in five years.

Through May, according to R. L. Polk & Co. statistics, 1,091,529 units were registered, a decline of 27.1 percent below last year's 1,497,815. The total for May was down 33.9 percent from a year ago, 206,868 versus 313,044.

In 1975, five-month registrations totaled only 856,199 units in a market plagued by recession and big-truck buyers' reluctance to purchase vehicles equipped with electronic devices to comply with the federal government's new air-braking standard. The May total in 1975 was 197,206 units.

Group 7 was the only one of the eight to show an increase in registrations over a year ago, and it was due to the increase in the number of trucks equipped with the mid-range diesels. With gasoline power, most of them would be lighter and fall within the Group 6 weight classification.

Table on Page 26

In the five-month span, 34,291 Group 7 trucks were registered, an increase of 79.2 percent over last year's 19,139. The Group 6 count, on the other hand, was off 57.3 percent, from 58,155 in 1979 to 24,808.

The biggest losses from a percentage standpoint were suffered by Groups 3 and 4, weight classes into which vehicles used by the slumping RV industry fall. Most of these units carried the Dodge nameplate.

Over the five-month span,

Continued on Page 17, Col. 1

May surge lifts GMC past IH in HD registrations

A surge in May registrations enabled GMC to move from third to second place ahead of International in heavy-truck tallies for the first five months of 1980.

During the month, 2,753 new GMC Groups 7 and 8 vehicles were registered in the U.S., compared with 1,921 for International, which still is feeling the effects of the six-month UAW strike.

For the January-May period, according to R. L. Polk & Co. statistics, GMC had 14,058 registrations good for 16.50 percent of the industry total. International accounted for 15.45 percent with 13,168 tallies.

The five-month industry total was 85,213, a decline of 4.7 percent from the year-earlier 89,434. May registrations were

Continued on Page 17, Col. 1

U. S. TRUCK REGISTRATIONS

FIVE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	5 mos., 1980	Percent Share of '80 market	5 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	347,279	31.82	486,314	32.47	− 0.65
Chevrolet	330,142	30.25	484,829	32.37	− 2.12
Dodge	99,381	9.10	155,968	10.41	− 1.31
GMC	82,197	7.53	114,710	7.66	− 0.13
Jeep	36,255	3.32	62,560	4.18	− 0.86
International	25,071	2.30	46,793	3.12	− 0.82
Plymouth*	13,065	1.20	8,581	0.57	+ 0.63
Mack	9,684	0.89	12,758	0.85	+ 0.04
Kenworth	5,622	0.51	6,267	0.42	+ 0.09
Freightliner	5,240	0.48	5,710	0.38	+ 0.10
Peterbilt	3,462	0.32	4,120	0.28	+ 0.04
White	2,226	0.20	4,348	0.29	− 0.09
Autocar	798	0.07	904	0.06	+ 0.01
Western Star	467	0.04	457	0.03	+ 0.01
Volvo	299	0.03	254	0.02	+ 0.01
Diamond Reo	46	....	....	....	....
Miscellaneous**	130,295	11.94	103,240	6.89	+ 5.05
TOTALS	1,091,529	100.00	1,497,815	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Utah, May, 1979.
NOTE: 1980 figures include window vans, 1979 totals do not.

U.S. HEAVY DUTY REGISTRATIONS

FIVE MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	5 mos., 1980	Percent Share of '80 market	5 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	20,973	24.61	15,924	17.81	+ 6.80
GMC	14,058	16.50	8,131	9.09	+ 7.41
International	13,168	15.45	26,679	29.83	−14.38
Mack	9,586	11.25	12,758	14.27	− 3.02
Chevrolet	7,693	9.03	2,607	2.91	+ 6.12
Kenworth	5,622	6.60	6,267	7.01	− 0.41
Freightliner	5,240	6.15	5,710	6.38	− 0.23
Peterbilt	3,462	4.06	4,120	4.61	− 0.55
White	2,226	2.61	4,348	4.86	− 2.25
Autocar	798	0.94	904	1.01	− 0.07
Western Star	467	0.55	457	0.51	+ 0.04
Volvo	297	0.35	254	0.28	+ 0.07
Diamond Reo	46	0.05	....	....	+ 0.05
Miscellaneous	1,577	1.85	1,275	1.43	+ 0.42
TOTALS	85,213	100.00	89,434	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Utah, May, 1979.

For first five months, total is down 27 pct. from '79 level

Truck registrations hit 5-year low

Continued from Page 16

Group 3 tallies dropped from 22,983 a year ago to 3,022, a decline of 87 percent. The Group 4 count was off 96.6 percent, from 4,323 in 1979 to only 148 units.

In 1979, Dodge accounted for 18,946 of the Group 3 registrations, Chevrolet 3,330, GMC 505, Ford 176 and imports 26. This year, Dodge had 2,004 of the total, Chevrolet 706, Ford 297, imports 11 and GMC 4.

Last year, Dodge's Group 4 total was 4,321 units and the other two were in the miscellaneous domestic category. Through May, Dodge had 142 tallies and miscellaneous domestic the remaining six. Group 4 vehicles are mostly motor-home chassis.

Registrations of light trucks through May (Groups 1 through 3) totaled 980,306 units, down 27.1 percent from the year-ago 1,344,768.

The Group 2 count was off 37.8 percent, from 791,647 to 492,686. But Group 1, which includes the imported compact pickups, was down only 8.6 percent to 484,598 units, compared with 530,138 a year ago.

The five-month medium tally (Groups 4 through 6) was 26,010, a decline of 59.1 percent from last year's 63,613. Group 5 was off 7.3 percent, from 1,135 to 1,054.

Because of the sharp increase in Group 7 registrations, heavy-truck tallies were down only 4.7 percent for the five months, from a record 89,434 in 1979 to 85,213.

The Group 8 total through May was 50,922 units, a drop of 27.6 percent from last year's 70,295.

May surge lifts GMC past IH in HD registrations

Continued from Page 16

down 22.6 percent from 1979, from 20,817 to 16,212 units.

Ford had 4,335 registrations during May to increase its lead to almost 7,000 units. Over the five-month span, Ford accounted for 24.61 percent of the total with 20,973 tallies. Its share was up 6.80 percentage points over a year ago, when it took 17.81 percent of the total with 15,924 registrations.

International's five - month penetration was down 14.38 points from last year. In the same period in 1979, it accounted for 29.83 percent of the total with 26,679 tallies. Its share through May was down to 15.45 percent.

GMC's share was up 7.41 points, from 9.09 percent a year ago with 8,131 registrations to 16.50 percent. Chevrolet increased its penetration by 6.12 points. Its 7,693 tallies through May accounted for 9.03 percent of the total, compared with 2.91 percent a year ago with 2,607.

D-mark, a stable currency

Germans make banking a multi-media experience

One of the wonders of modern economics is certainly the West German Deutsche Mark.

While factory workers in northern U. S. industrial centers have yet to demand payment of football pool winnings in D-marks, the Federal Republic of Germany currency is nonetheless recognized as one of the best conduits for retaining monetary investment stability.

There are several reasons for this stability; industrial productivity, stable stock markets, (as measured by the Commerzbank index), prudent governmental investment policies and the banking system itself.

As one well-known analyst once said: "Banking is an art; the Swiss are very skilled craftsmen but the Germans are the ones who have learned how to make banking a multi-media experience."

The West German central bank, the Deutsche Bundesbank, operates in much the same manner of any number of central banks throughout the world, including the U. S. Federal Reserve Bank.

The Bundesbank is charged with implementing the government's general economic policy, which it accomplishes by setting minimum reserve requirements for commercial banks, buying or selling money on the open market and establishing discount rates, which of course impact consumer interest rates.

Since 1974, when the D-mark and other currencies were freed from fixed exchanges rates vis-a-vis the dollar and allowed to float, the Bundesbank has established annual money supply growth targets, which it generally meets.

In international monetary circles, it is generally considered that the West German central bank maintains a "clean" float. That is, it allows the D-mark to float where it will on the international currency exchanges without trying to manipulate its relative value.

Table on Page E-7.

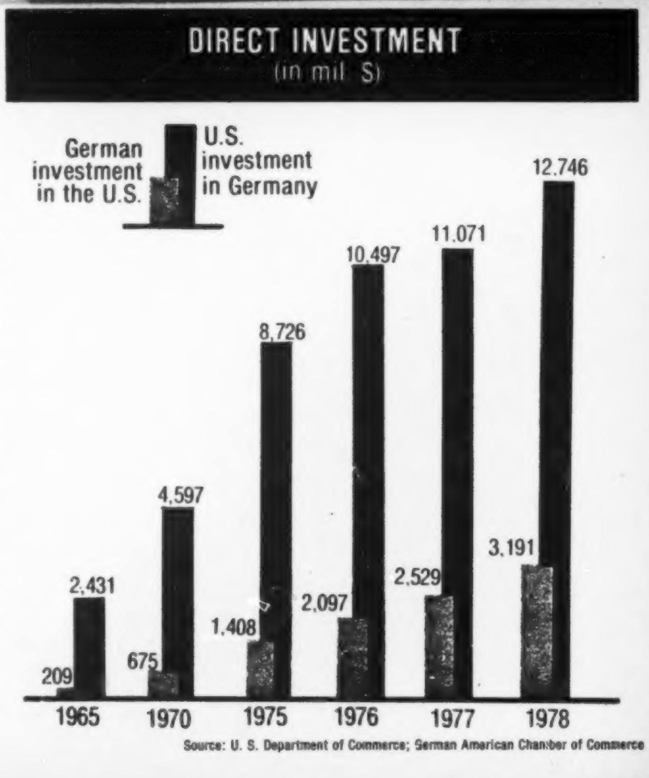
The emergence of the European Monetary System (EMS), which most analysts believed would strengthen the European Economic Community (EEC), has put the D-mark in the position of being a so-called "substitute reverse currency" for the U. S. dollar in times of economic uncertainty.

Hans Matthoefer, West German finance minister, has steadfastly maintained that he and the central bankers did not intend for this to happen and that the entire energy crisis has made the government's internal monetary policies more difficult.

Writing for a German American Chamber of Commerce publication last December, Mattoefer said: "Sudden capital movements have brought repeated undue pressure to bear on the D-Mark exchange rate and have sparked excessive exchange rate fluctuations, the repercussions of which could only be controlled by accepting an equally erratic effect on domestic liquidity."

Nonetheless, the March 1979 EMS and the strength of the D-mark have served to stabilize the entire European economic climate, and will likely make short-term intervention obsolete in the long-term. The EMS has enabled West Germany and the other countries to cooperate more closely on import/export questions, and allowed the economies to develop in internal economic consistency as well.

This, of course, will help control speculative pressures on the dollar and create a more predictable investment climate on the continent and abroad.



Source: U. S. Department of Commerce; German American Chamber of Commerce

Money Supply—Germany—Compounded annual rates of change

	INITIAL QUARTER																			BILLIONS OF DEUTSCHE MARKS
TERMINAL QUARTER	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78	3-78	4-78	1-79	2-79	
1-75	12.3																			150.5
2-75	14.6	16.9																		156.5
3-75	15.2	16.7	16.5																	162.6
4-75	15.3	16.3	16.1	15.6																168.6
1-76	13.2	13.4	12.3	10.2	5.1															170.7
2-76	13.0	13.1	12.2	10.8	8.5	12.0														175.6
3-76	12.1	12.0	11.1	9.8	7.9	9.3	6.8													178.5
4-76	10.8	10.6	9.6	8.2	6.5	6.9	4.5	2.3												179.5
1-77	10.8	10.7	9.8	8.7	7.4	8.0	6.7	6.6	11.1											184.3
2-77	10.4	10.2	9.4	8.4	7.3	7.8	6.7	6.7	9.0	6.9										187.4
3-77	10.7	10.5	9.8	9.0	8.1	8.6	8.0	8.3	10.4	10.0	13.2									193.3
4-77	10.6	10.5	9.9	9.1	8.4	8.8	8.3	8.6	10.3	10.0	11.6	10.1								198.0
1-78	11.6	11.6	11.1	10.6	10.0	10.7	10.5	11.1	12.9	13.4	15.7	16.9	24.1							209.0
2-78	11.3	11.2	10.8	10.2	9.7	10.2	10.0	10.5	11.9	12.1	13.4	13.5	15.3	7.1						212.6
3-78	11.3	11.2	10.8	10.4	9.9	10.4	10.2	10.6	11.9	12.0	13.1	13.0	14.0	9.3	11.6					218.5
4-78	11.3	11.3	10.9	10.5	10.0	10.5	10.4	10.8	11.9	12.0	12.9	12.8	13.5	10.1	11.7	11.8				224.7
1-79	11.4	11.4	11.0	10.6	10.3	10.7	10.6	11.0	12.0	12.1	12.9	12.8	13.4	10.8	12.1	12.4	12.9			231.6
2-79	10.8	10.7	10.3	9.9	9.5	9.8	9.7	9.9	10.7	10.7	11.2	10.9	11.0	8.6	8.9	8.1	6.2	0.0		231.6
3-79	10.2	10.1	9.7	9.3	8.9	9.2	9.0	9.2	9.8	9.7	10.0	9.6	9.5	7.3	7.3	6.3	4.5	0.5	1.0	232.2
	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78	3-78	4-78	1-79	2-79	
	INITIAL QUARTER																			

Source:: Deutsche Bundesbank, monthly report of the Deutsche Bundesbank.

Prepared by Federal Reserve Bank of St. Louis—1980

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FIVE MONTHS, 1980 VS. 1979

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May, '80	....	....	....	....	....	....	....	143	143
	May, '79	....	....	....	....	....	....	....	241	241
	Year to Date '80	....	....	....	....	....	....	....	798	798
	Year to Date '79	....	....	....	....	....	....	....	904	904
BROCKWAY	May, '80	....	....	....	....	....	....	....	....	....
	May, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	May, '80	29,966	27,828	9	....	125	1,118	1,080	280	60,385
	May, '79	41,136	54,599	985	....	181	2,942	67	427	100,337
	Year to Date '80	157,979	157,430	706	....	756	5,578	6,224	1,469	330,142
	Year to Date '79	199,063	265,281	3,330	....	726	13,822	741	1,866	484,829
(Memo Units)#	May, '80	13,235	7,845	....	....	....	....	....	....	21,080
	May, '79	19,067	15,184	....	....	....	....	....	....	34,251
	Year to Date '80	74,772	46,902	....	....	....	....	....	....	121,674
	Year to Date '79	88,717	77,390	....	....	....	....	....	....	166,107
DIAMOND REO	May, '80	....	....	....	....	....	....	....	18	18
	May, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	46	46
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	May, '80	8,439	11,984	411	3	....	....	....	....	20,837
	May; '79	10,398	16,792	3,928	64	....	....	....	....	31,182
	Year to Date '80	39,486	57,749	2,004	142	....	....	....	....	99,381
	Year to Date '79	42,276	90,425	18,946	4,321	....	....	....	....	155,968
(Memo Units)#	May, '80	5,506	7,983	242	....	....	....	....	....	13,731
	Mav, '79	6,141	10,114	3,672	....	....	....	....	....	19,927
	Year to Date '80	26,465	37,286	890	....	....	....	....	....	64,641
	Year to Date '79	24,950	48,642	14,751	....	....	....	....	....	88,343
FORD	May, '80	20,514	39,422	51	....	....	1,747	2,870	1,465	66,069
	Mav, '79	25,297	64,834	58	....	....	4,991	1,392	2,228	98,800
	Year to Date '80	107,039	210,607	297	....	....	8,363	14,349	6,624	347,279
	Year to Date '79	121,391	325,643	176	....	....	23,180	6,429	9,495	486,314
(Memo Units)#	May, '80	8,451	14,628	....	....	....	....	....	....	23,079
	Mav, '79	9,678	20,124	....	....	....	....	....	....	29,802
	Year to Date '80	45,646	69,659	....	....	....	....	....	....	115,305
	Year to Date '79	49,195	100,552	....	....	....	....	....	....	149,747
FREIGHTLINER	May, '80	....	....	....	....	....	....	....	943	943
	Mav, '79	....	....	....	....	....	....	....	1,425	1,425
	Year to Date '80	....	....	....	....	....	....	....	5,248	5,248
	Year to Date '79	....	....	....	....	....	....	....	5,710	5,710
VOLVO	May, '80	....	....	....	....	....	2	53	....	55
	Mav, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	2	263	34	299
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	May, '80	4,357	7,322	....	....	92	899	1,167	1,586	15,423
	Mav, '79	5,468	13,216	95	....	97	2,657	144	1,887	23,564
	Year to Date '80	21,387	42,209	4	....	285	4,254	6,749	7,309	82,197
	Year to Date '79	16,745	68,667	505	....	397	10,265	766	7,365	114,710
(Memo Units)#	May, '80	800	1,920	....	....	....	....	....	....	2,720
	Mav, '79	1,147	3,826	....	....	....	....	....	....	4,973
	Year to Date '80	4,271	11,938	....	....	....	....	....	....	16,209
	Year to Date '79	5.126	20,333	....	....	....	....	....	....	25,459
INTERNATIONAL	May, '80	....	1,061	....	....	....	954	865	1,056	3,956
	Mav, '79	....	1,713	....	....	....	2,098	2,462	3,984	10,257
	Year to Date '80	....	6,700	....	....	....	5,203	5,972	7,196	25,071
	Year to Date '79	....	10,184	....	....	....	9,930	10,666	16,013	46,793
(Memo Units)#	May, '80	....	....	....	....	....	....	....	....	....
	Mav, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	May, '80	4,126	2,077	....	....	....	....	....	....	6,203
	Mav, '79	6,732	5,026	....	....	....	....	....	....	11,758
	Year to Date '80	22,335	13,920	....	....	....	....	....	....	36,255
	Year to Date '79	33,731	28,829	....	....	....	....	....	....	62,560
(Memo Units)#	May, '80	4,126	1,514	....	....	....	....	....	....	5,640
	Mav, '79	6,732	2,292	....	....	....	....	....	....	9,024
	Year to Date '80	22,335	10,349	....	....	....	....	....	....	32,684
	Year to Date '79	33,731	12,848	....	....	....	....	....	....	46,579
KENWORTH	May, '80	....	....	....	....	....	....	....	1,173	1,173
	Mav, '79	....	....	....	....	....	....	....	1,458	1,458
	Year to Date '80	....	....	....	....	....	....	....	5,622	5,622
	Year to Date '79	....	....	....	....	....	....	....	6,267	6,267
MACK	May, '80	....	....	....	....	....	31	....	1,933	1,964
	Mav, '79	....	....	....	....	....	....	....	2,964	2,964
	Year to Date '80	....	....	....	....	....	98	....	9,586	9,684
	Year to Date '79	....	....	....	....	....	....	....	12,758	12,758
PETERBILT	May, '80	....	....	....	....	....	....	....	647	647
	Mav, '79	....	....	....	....	....	....	....	893	893
	Year to Date '80	....	....	....	....	....	....	....	3,462	3,462
	Year to Date '79	....	....	....	....	....	....	....	4,120	4,120
PLYMOUTH	May, '80	1,661	701	....	....	....	....	....	....	2,362
	Mav, '79	1,548	353	....	....	....	....	....	....	1,901
	Year to Date '80	8,998	4,067	....	....	....	....	....	....	13,065
	Year to Date '79	5,970	2,611	....	....	....	....	....	....	8,581
WESTERN STAR	May, '80	....	....	....	....	....	....	....	65	65
	Mav, '79	....	....	....	....	....	....	....	92	92
	Year to Date '80	....	....	....	....	....	....	....	467	467
	Year to Date '79	....	....	....	....	....	....	....	457	457
WHITE	May, '80	....	....	....	....	....	....	....	387	387
	Mav, '79	....	....	....	....	....	....	....	812	812
	Year to Date '80	....	....	....	....	....	....	....	2,226	2,226
	Year to Date '79	....	....	....	....	....	....	....	4,348	4,348
MISCELLANEOUS*	May, '80	25,634	1	1	2	1	188	169	241	26,237
	Mav, '79	26,775	4	5	2	3	230	105	236	27,360
	Year to Date '80	127,374	4	11	6	13	1,310	734	843	130,295
	Year to Date '79	100,962	7	26	2	12	958	537	990	103,494
TOTALS	May, '80	94,697	90,416	472	5	218	4,939	6,184	9,937	206,868
	Mav. '79	117,354	156,537	5,071	66	281	12,918	4,170	16,647	313,044
	Year to Date '80	484.598	492.886	3.022	148	1,054	24,806	34,291	50,922	1,091,529
	Year to Date '79	530,138	791,647	22,983	4,323	1,135	58,155	19,139	70,295	1,497,815

★—No Oklahoma and Connecticut registrations, 1980 and 1979; Utah, May, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

North American-built cars off 16 pct. in first half

Canadian auto sales trail '79 levels

Sales of North American-built passenger cars in Canada plunged 30.40 percent in May and 25.12 percent in June.

May sales numbered 66,746, compared with 95,902 a year earlier. In June, reported sales were 66,449, down from 88,737.

Sales have been down every month this calendar year; May's drop was the greatest, followed by June's.

In May, all four major auto makers suffered sales cutbacks. General Motors dropped 14.82 percent, to 42,911 from its any-month record of 50,378 posted May a year ago. Ford sales plunged 43.33 percent, to 13,846 from 24,434. Chrysler took the greatest pounding: Its sales were down 57.20 percent, to 7,955 from 18,588. AMC reported a sales drop of 18.71 percent, to 2,034 from 2,502.

General Motors captured 64.29 percent of the May market, up 12 percentage points over 52.53 percent in 1979. Ford sales accounted for 20.74 percent, down from 25.48 percent. Chrysler dropped to 11.92 percent from 19.38 percent and American Motors earned 3.05 percent compared with 2.61 percent a year earlier.

In June, GM sales dropped 19.68 percent to 40,421 from its record of 50,323 for the month, set in 1979. Ford reported a decline of 31.62 percent, to 14,002 from 20,476. Chrysler sales were off 32.68 percent, to 10,366 from 15,399. AMC sales of 1,660 were 34.62 percent away from last June's 2,539.

General Motors earned 60.83 percent of the June market, up from 56.72 percent. Ford sales accounted for 21.07 percent, down from 23.07 percent. Chrysler dropped to 15.60 percent from 17.35 percent, and AMC slipped to 2.50 percent from 2.86 percent.

Year-to-date sales for the first five months were 327,604, down 14.89 percent from 384,919. First half, 1980, sales totaled 394,053, 16.81 percent away from the mid-1979 level of 473,656.

Passenger - car sales during the second quarter of the calendar year totaled 207,652, down 23.18 percent from 270,322.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
MAY, '80 VS. MAY, '79

	1980		1979	
	MAY	YEAR	MAY	YEAR
AMX Spirit/AMX	4,638	24,190	4,930	18,941
Concord	5,023	23,097	7,733	28,031
Concord Station Wagon	1,290	6,575	1,577	6,751
Eagle 4 WD	656	5,384		
Eagle Station Wagon	1,215	7,854		
Pacer	72	467	298	1,431
Pacer Station Wagon	146	1,040	594	2,779
Matador			31	272
Matador Station Wagon			11	120
Total American Motors Corp.	13,040	68,607	15,174	58,325
Chrysler LeBaron	4,391	24,571	7,426	34,474
LeBaron Station Wagon	732	3,717	1,325	6,134
Cordoba	3,246	19,408	3,483	22,222
Newport	923	5,592	4,928	21,862
New Yorker	1,375	8,526	2,329	13,015
Total	10,667	61,814	19,491	97,707
Plymouth Horizon	8,783	55,879	13,198	73,821
Voyager			840	4,102
Volare	6,500	29,959	13,384	52,776
Volare Station Wagon	1,105	6,669	4,000	16,817
Fury			302	2,493
Fury Station Wagon			19	112
Gran Fury	1,518	5,116		
Total	17,906	97,623	31,743	150,121
Dodge Omni	7,474	45,990	11,284	61,487
Aspen	4,363	21,772	8,920	34,866
Aspen Station Wagon	818	4,909	2,985	12,839
Sportsman			2,932	13,331
Monaco			230	2,391
Monaco Station Wagon			7	89
Diplomat	2,210	11,506	3,352	16,450
Diplomat Station Wagon	395	2,026	627	2,859
Magnum XE/Mirada	2,243	11,752	1,576	9,927
St. Regis	1,594	6,722	2,467	10,047
Total	19,097	104,677	34,380	164,286
Total Chrysler Corp.	47,670	264,114	85,614	412,114
Ford Pinto	9,702	49,009	13,510	62,042
Pinto Station Wagon	2,971	14,380	5,562	24,992
Fairmont	17,747	101,343	22,645	102,792
Fairmont Station Wagon	7,336	34,253	7,999	36,331
Granada	6,282	31,828	13,992	65,318
Club Wagon			4,011	18,761
LTD II	351	2,248	2,994	18,469
LTD	8,264	42,509	18,290	95,207
LTD Crown Victoria	2,464	10,005		
Ford Station Wagon	2,158	12,164	4,273	23,273
Mustang	21,542	105,056	29,969	127,772
Thunderbird	9,245	69,919	15,204	84,250
Total	88,062	472,714	138,449	659,207
Lincoln Continental	2,519	13,825	5,563	31,688
Continental Mark	2,883	17,283	4,195	23,842
Versailles	428	2,644	1,093	6,222
Total	5,830	33,752	10,851	61,752
Mercury Bobcat	2,168	11,302	3,262	15,815
Bobcat Station Wagon	429	2,442	834	4,260
Zephyr	5,240	31,063	7,251	34,181
Zephyr Station Wagon	1,896	8,198	1,795	8,351
Monarch	2,344	12,228	5,520	25,696
Marquis	1,196	5,967	2,259	11,647
Marquis Brougham	1,001	5,436	1,987	10,346
Grand Marquis	1,629	8,744	2,361	13,114
Marquis Station Wagon	588	3,642	1,125	6,176
Cougar/XR7	3,959	30,082	10,150	54,623
Capri	5,742	28,922	9,239	39,415
Total	26,192	148,026	45,783	223,624
Lincoln-Mercury Division	32,022	181,778	56,634	285,376
Total Ford Motor Co.	120,084	654,492	195,083	944,583
Buick Skyhawk	587	4,018	1,832	7,480
Skylark	14,500	69,515	9,500	27,395
Century	11,034	48,760	1,858	10,316
Regal	15,335	75,023	24,047	104,605
Century Station Wagon	1,599	7,088	2,601	11,393
LeSabre	2,385	11,328	2,589	12,479
LeSabre Limited	3,639	22,520	7,331	37,926
Electra 225	4,366	24,439	6,753	37,294
Buick Station Wagon	788	4,663	1,544	7,451
Riviera	3,088	16,680	5,071	23,391
Total	57,321	284,034	63,126	279,730
Cadillac deVille	7,195	43,394	14,044	73,103
Fleetwood & Chassis	2,162	12,649	2,933	16,150
Eldorado	3,840	20,544	6,225	27,894
Seville	2,769	16,784	3,368	19,593
Total	15,966	93,371	26,570	136,740
Chevrolet Chevette	29,913	168,370	37,749	148,534
Camaro	10,896	52,799	20,067	97,471
Monza	11,974	58,492	12,367	56,749
Monza Station Wagon	26	321	1,568	8,883
Citation	34,679	161,766	29,978	80,287
Sportvan			2,992	13,566
Malibu	17,355	82,305	22,325	104,181
Malibu Station Wagon	5,417	26,763	8,635	40,937
Monte Carlo	12,792	68,080	23,074	109,619
Impala	6,527	40,806	14,505	69,658
Caprice	7,907	58,382	14,994	82,124
Chevrolet Station Wagon	4,100	28,730	7,774	40,745
Corvette	3,286	15,137	3,526	16,713
Total	144,872	761,951	199,554	869,467
Oldsmobile Starfire	500	4,297	1,862	8,352
Omega	7,625	34,036	4,494	12,813
Cutlass Salon	15,244	70,700	4,293	19,975
Cutlass Supreme/Calais	22,137	104,029	39,103	165,798
Cutlass Station Wagon	3,110	13,345	4,502	18,853
Delta 88	1,634	8,490	3,134	14,841
Delta 88 Royale	9,126	46,384	15,857	72,093
98	5,119	27,541	7,819	40,038
Oldsmobile Station Wagon	1,332	8,595	3,039	12,961
Toronado	2,746	15,298	5,049	21,817
Total	68,573	332,715	89,152	387,541
Pontiac Sunbird	10,603	50,571	8,646	37,230
Sunbird Station Wagon	3	49	312	1,682
Phoenix	8,346	39,244	8,149	22,144
LeMans	4,559	23,604	7,620	35,282
LeMans Station Wagon	2,153	10,931	3,886	15,408
Catalina	1,026	6,110	2,251	11,194
Bonneville	3,864	20,118	7,403	34,408
Bonneville Brougham	2,666	15,380	3,222	16,079
Pontiac Station Wagon	909	5,838	2,133	10,402
Grand Prix	8,510	46,780	15,662	74,120
Firebird	8,215	39,736	15,124	72,237
Total	50,854	258,361	74,408	330,186
Total General Motors	337,586	1,730,432	452,810	2,003,664
(Checker)	170	1,182	521	1,735
Miscellaneous Domestic Total	189	1,331	553	1,884
Domestic Station Wagon Total	40,516	214,192	79,502	370,358
Domestic Grand Total	518,569	2,718,976	749,234	3,420,570
Import Total	214,660	1,056,198	237,289	951,055
Grand Total All Registrations	733,229	3,775,174	986,523	4,371,625

Registrations not available for Oklahoma.

factories list auction dates

American Motors

July 30—Southern Auto Sales, S. Main St., Warehouse Point, Conn.

July 31—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp

July 28—*Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

July 29—*Hatfield Recon Center, Rte. 309, Hatfield, Pa.; *Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; *Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; *Southwest Auto Auction, 3420 S. 48th St., Phoenix.

July 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; *Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

July 31—*Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

*Tentative—due to inventory shortages, some auctions are scheduled on a tentative basis. Please contact these locations before planning to attend.

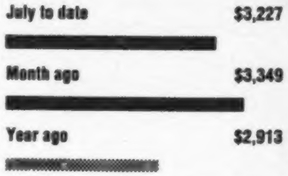
Ford Motor Co.

July 30—Dallas Auto Auction, 4226 E. Main, Dallas; Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Used car sales

Auction averages



Model breakdown

Auction averages

	July to Date	June	May
1980	$5,514	$5,821	$6,050
1979	4,908	4,650	4,610
1978	3,584	3,501	3,498
1977	3,022	2,981	2,578
1976	2,189	2,328	2,177
1975	1,865	1,772	1,862
1974	1,268	1,343	1,203
1973	952	1,084	1,007
Overall Average	$3,227	$3,349	$3,183

Mid-July extends 15-month slump

Car sales plunge to 21-year low

By Jenny L. King
Staff Writer

Mid-July domestic new-car sales dropped to their lowest level in 21 years, as customer rebates ended and the 15-month slump continued for the industry. July 11-20 sales this year totaled 151,255, down 36.78 percent from 239,253 a year ago.

They were close to 1960 sales of 157,406 and were the lowest since 136,917 in 1959.

Year-to-date sales stood at 3,706,283, down 23.67 percent from 4,855,493 in 1979.

On a daily rate basis, mid-July sales dropped 28.88 percent. There were eight selling days this year, with an average 18,907 sales per day, compared with nine days in '79, with 26,584 sales per day.

All five major U. S. auto makers were down for the period. General Motors reported sales of 97,129, down 33.19 percent from 145,376 last year (down 24.84 percent on a daily-rate basis).

Chrysler sales plunged 40.33 percent to 14,037 from 23,525. On a daily rate basis, Chrysler sales were down 32.86 percent. Volkswagen of America reported sales of 4,730 new Rabbits, down 20.06 percent from 5,917 (down 10.05 percent on a daily-rate basis). Estimated sales of American Motors passenger cars was 3,200, down 25.16 percent from 4,276, and down 15.79 percent on a daily-rate basis.

In spite of its sales decline, GM drove away with 64.22 percent of the mid-July domestic market, up from 60.76 percent a year ago. Ford's share of the market slipped to 21.26 percent from 25.15 percent. Chrysler earned 9.28 percent, down from 9.83 percent. Volkswagen of America's sales accounted for 3.12 percent, up from 2.47 percent, and AMC climbed to 2.12 percent from 1.79 percent.

All 13 U. S. makes dropped, from 20 percent to nearly 52 percent. The big losers were Chrysler, down 51.93 percent; Mercury, down 49.39 percent, and Cadillac, down 47.80 percent.

Top-selling nameplates — all of them GM products — were headed by Chevrolet Citation at 9,813, followed by Chevrolet Chevette at 8,177, Chevrolet Malibu at 7,135, Oldsmobile Cutlass Supreme at 6,605 and standard Chevrolet at 6,105. Top five a year ago were Cutlass Supreme, Chevette, standard Chevrolet, Ford Fairmont and Malibu.

DOMESTIC SALES

	July 11-20, 1980	July 11-20, 1979
AMERICAN MOTORS	3,200†	4,300†
Chrysler	2,907	6,047
Plymouth	5,407	7,976
Dodge	5,723	9,502
CHRYSLER CORP.	14,037	23,525
Ford	23,164	43,106
Mercury	7,220	14,266
Lincoln	1,775	2,787
FORD MOTOR	32,159	60,159
Buick	14,950	22,273
Cadillac	4,722	9,046
Chevrolet	43,267	65,151
Oldsmobile	20,111	29,069
Pontiac	14,079	19,837
GENERAL MOTORS	97,129	145,376
VOLKSWAGEN	4,730	5,917
INDUSTRY TOTAL	151,255	239,253

†—Estimated.

U. S. makers plan to build 358,886 autos during August

Month's forecast off 19 pct. from '79

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers of 349,182 is a 21.91-percent drop from the 447,139 assembled in August of 1979.

American Motors' planned production of 18,000 cars in August includes output of its new Eagle SX/4 and Eagle Kammenback, but the August forecast is a 19.17 percent decline from the 22,270 units built in the month last year.

AMC's Kenosha plant reopened with one shift last Monday and will resume full operations and production of the two new models today (July 28). Kenosha will carry over output of the Eagle, Concord and Spirit in the 1981 model year.

Chrysler Corp.'s forecasted 40,000 units also includes production of 12,492 Dodge Aries and Plymouth Reliants. Chrysler's planned August production is a 19.80 percent drop from the 49,874 assembled in August, 1979.

Chrysler's Jefferson Avenue point is scheduled to begin production of the K-cars July 29, and Newark has set Aug. 15 as the start-up date for the new models.

St. Louis will carryover production of the LeBaron, Diplomat and Caravelle into the 1981 model year beginning Aug. 4, and Lynch Road is scheduled to continue production of the full-size Chrysler and Plymouth models on Sept. 11.

Belvidere, the only Chrysler car assembly plant which worked last week, assembled 6,100 Omni and Horizon models.

Ford Motor Co. has scheduled 71,000 autos for August, a decline of 51.00 percent from the 144,909 produced in the month last year. All but Ford's Metuchen and San Jose assembly plants will begin 1981 model output in August, and Wayne will start production of the new Escort and Lynx models on Aug. 11.

Wayne and Metuchen are the only Ford plants which will build new models in 1981; the remaining Ford car assembly plants will be producing carryover 1980 models in the 1981 model year.

General Motors' forecasted 202,000 units is a slide of 7.55 percent from the 218,493 autos assembled in August of 1979. All but three GM assembly points will begin 1981 model production in August. GM is not introducing any new models this fall, so all GM plants will be producing carryover 1980 models.

Volkswagen of America, the only U. S. car maker to schedule production increases this August over last, will build 17,822 Rabbits. Planned August output is a 59.87 percent rise over the 11,148 units built in the month last year.

VWoA closes its Westmoreland assembly plant Aug. 29 for changeover to 1981 model production and is scheduled to reopen Sept. 22.

Checker Motors has planned 360 units for August, a decline of 19.10 percent from the 445 units built in the month last year. Checker, which is closed the entire month of July, is scheduled to reopen Aug. 4.

Auto production last week of 95,050 rose 4.36 percent over the 91,078 built in the previous week, but declined 18.84 percent from the 117,119 assembled in the comparable 1979 week.

96,650 trucks set for August, down 30 pct. from last year

Planned truck output for August by U. S. makers of 97,350 is a 29.52 percent slide from the 138,133 produced in August, 1979. Chrysler Corp. and Ford Motor Co. are the only firms scheduling production increases this August over last.

Chrysler has scheduled 3,700 units in August, a 27.41 percent increase over the 2,904 built in the month last year. Chrysler's Warren truck assembly point, which closed July 14 and is not scheduled to resume operations until Aug. 11, is the only U. S. Chrysler plant which will resume trucks in the 1981 model year.

Chrysler's Missouri truck point has been indefinitely mothballed, and its Jefferson Avenue point has been converted to production of K-cars.

Ford has scheduled 47,000 trucks for August, a 32.51 percent rise over the 35,469 units assembled in August of 1979.

All nine Ford truck assembly points will begin 1981 model production in August, with Kentucky the only Ford plant to assemble medium and heavy-duty trucks. The Lorain and Ohio points are the only plants assembling vans for 1981, and Michigan truck will assemble light trucks and sport utility vehicles. All other Ford truck plants will build light trucks.

International plans to assemble 10,227 units in August, a 15.26 percent drop from the 12,069 of August, 1979, and Mack plans 1,400 trucks, down 54.68 percent from the 3,089 of the month last year.

International's Wagner (Okla.) plant, which was scheduled to open in the spring of 1980, is now tentatively scheduled to begin production in January of 1981.

Jeep, which is closed the entire month of July and reopens Aug. 11, has planned 800 units, a drop of 93.94 percent from the 13,199 of August, 1979.

AM General Corp. plans 1,800 military and postal vehicles, a decline of 20.28 percent from the 2,258 of the month last year. Miscellaneous makers, which now include White, have scheduled 2,877, a drop of 10.65 percent from the 3,220 of August last year.

Volkswagen of America, which did not assemble trucks until the last quarter of 1979, will build 2,546 units in August.

General Motors has scheduled 27,000 trucks for August, a drop of 59.04 percent from the 65,925 of August, 1979. The GM figure includes GMC and Chevrolet models. All GM truck assembly plants will begin 1981 model output in August.

Truck production last week of 29,939 rose 110.76 percent over the 14,205 built in the previous week, but fell 30.73 percent from the 43,220 assembled in the comparable 1979 week.

Year-to-date truck production of 917,790 is a 57.75 percent decline from the 2,172,402 produced by this date in 1979.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 28, 1979	Jan. 1, to July 26, 1980
CHEVROLET	7,663	18,007	6,858	24,167	682,969	283,631
DODGE/PLYMOUTH	....	624	48	1,941	255,737	84,628
FORD	15,471	10,195	....	16,985	778,234	309,006
GMC	2,675	8,121	3,453	10,483	224,820	97,019
INTERNATIONAL	2,180	2,601	1,927	6,536	79,704	31,056
MACK	450	....	404	1,264	21,941	14,826
JEEP	....	2,500*	....	....	90,199	51,105
AM CORP.	225*	472*	225*	720*	13,898	5,504*
VOLKSWAGEN	625	....	605	2,133	....	17,195
MISCELLANEOUS	650*	700	685	2,191*	24,900	23,820*
Total Trucks, U. S.	29,939	43,220	14,205	66,420	2,172,402	917,790

CANADIAN TRUCK PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 28, 1979	Jan. 1, to July 26, 1980
CHRYSLER CORP.	....	....	....	....	40,108	22,198
FORD MOTOR	3,908	1,152	2,726	7,758	155,021	110,415
GENERAL MOTORS	1,615	2,777	2,776	7,637	179,097	148,937
AMERICAN MOTORS	....	739	....	....	33,640	11,644
INTERNATIONAL	475	472	....	569	11,810	8,959
MACK	....	....	51	115	2,253	1,394
Total Trucks, Canada	5,998	5,140	5,553	16,079	421,929	303,547
N. American Trucks	35,937	48,360	19,758	82,499	2,594,331	1,221,337

**—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canada schedules 19 pct. rise in cars for August

Forecasted auto production by Canadian makers in August of 44,023 is a 19.27 percent rise over the 36,910 assembled in the month last year.

Chrysler Corp. plans 10,000 units in August, a 187.85 percent increase over the 3,474 built in August, 1979.

Chrysler's Windsor auto assembly plant, which was down much of July, is scheduled to begin production of the new Imperial on Aug. 6. Windsor will also continue output of the Chrysler Cordoba and Dodge Mirada in the 1981 model year.

Ford Motor Co. has scheduled 19,798 units for August, a drop of 4.30 percent from the 20,688 of August, 1979.

Ford's St. Thomas auto assembly point will begin production of the new Escort and Lynx Aug. 12 and will continue building the Ford Fairmont and Mercury Zephyr until the Christmas break. After the holiday, Windsor will produce only the two new 1981 models.

General Motors has scheduled 14,000 cars for August, a 13.01 percent rise over the 12,388 of last August.

Volvo has scheduled 225 units for August, a drop of 37.50 percent from the 360 of last August.

Scheduled truck production in Canada for August of 20,492 is a 36.03 percent drop from the 32,032 of August, 1979.

Auto production last week of 3,821 fell 67.24 percent from the 11,663 of the previous week, and dropped 72.65 percent from the 13,972 of the comparable 1979 week.

Truck output last week of 5,998 rose 8.01 percent over the previous week's 5,553, and increased 16.69 percent over the 5,140 of the comparable 1979 week.

U. S. CAR PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 28, 1979	Jan. 1, to July 26, 1980
AMERICAN MOTORS	1,110	3,500*	....	1,110	84,569*	95,023*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	6,100	9,475	6,044	25,928	573,664	358,837
Plymouth Total	3,400	3,342	3,313	11,839	228,822	163,906
Horizon	3,400	3,246	3,313	10,732	98,119	94,773
Volare	....	96	....	642	125,247	51,740
'80 Gran Fury	....	....	....	281	....	13,310
Caravelle	....	....	....	184	5,456	4,083
Chrysler Total	....	2,608	....	3,328	123,194	47,820
Chrysler	....	2,608	....	911	57,793	11,516
LeBaron	....	....	....	2,417	65,401	36,304
Dodge Total	2,700	3,525	2,731	10,761	221,648	147,111
Omni	2,700	2,834	2,731	8,641	88,522	81,902
St. Regis	....	691	....	364	19,060	10,725
Diplomat	....	....	....	1,355	30,044	17,585
Aspen	....	....	....	401	84,022	36,899
FORD MOTOR	19,720	37,998	3,542	32,118	1,338,588	730,417
Ford Division	12,590	28,608	3,023	22,404	877,095	538,898
Pinto	....	3,771	3,023	7,189	113,323	68,179
Mustang II/Mustang	5,460	7,281	....	6,632	231,726	145,360
Fairmont	2,965	5,649	....	3,510	118,634	146,462
Granada	....	4,967	....	525	94,163	49,412
LTD II	....	....	....	....	22,746	....
Thunderbird	2,485	2,047	....	2,485	179,941	77,278
Ford	1,680	4,893	....	2,063	116,562	52,207
L-M Division	7,130	9,390	519	9,714	461,493	191,519
Mercury Total	5,810	8,822	519	8,134	364,102	171,945
Bobcat	....	1,005	519	1,258	30,203	12,445
Capri	1,580	2,211	....	1,843	68,465	41,724
Zephyr	875	1,212	....	1,091	40,231	46,738
Monarch	....	1,234	....	331	43,848	16,409
Cougar/XR7	2,075	....	....	2,075	104,958	25,827
Mercury	1,280	3,160	....	1,536	76,397	28,802
Lincoln Total	1,320	568	....	1,580	97,391	19,574
Lincoln	633	285	....	755	48,589	7,669
Versailles	....	48	....	....	8,990	1,861
Mark VI	687	235	....	825	39,812	10,044
GENERAL MOTORS	63,745	66,047	77,217	240,596	3,334,534	2,496,601
Buick Division	9,608	6,067	15,628	45,305	485,606	490,915
Skyhawk	....	....	....	....	14,427	....
Skylark/'79-'80	4,348	3,581	3,937	13,621	51,954	134,937
Century	1,039	337	3,385	9,095	32,313	107,614
Regal	1,902	2,149	4,254	11,284	172,315	129,052
Buick	1,614	....	3,359	9,048	177,261	91,558
Riviera	705	....	693	2,257	37,338	27,754
Cadillac Division	3,724	1,128	4,129	12,788	241,167	124,790
Seville	686	....	680	2,203	30,574	21,256
Cadillac	1,732	1,128	2,111	6,399	162,929	70,313
Eldorado	1,306	....	1,338	4,186	47,664	33,221
Chevrolet Division	30,376	39,278	33,111	102,406	1,441,157	1,049,815
Chevette	9,680	9,789	9,708	30,881	247,761	271,022
Monza	3,400	....	2,782	10,041	90,459	100,312
Camaro	2,509	5,104	2,604	8,105	179,565	78,155
Nova/Citation	8,448	8,407	8,834	28,923	148,929	279,202
Malibu	4,744	8,715	5,059	16,202	256,599	163,100
Monte Carlo	795	4,259	903	2,816	155,024	59,784
Chevrolet	....	2,042	2,419	2,902	334,217	72,494
Corvette	800	962	802	2,536	28,603	25,746
Oldsmobile Division	11,099	12,240	15,778	50,120	682,626	485,670
Starfire	....	....	....	....	12,368	....
Omega/'79-'80	2,312	1,356	2,332	7,390	24,324	71,535
Cutlass	6,363	6,501	10,964	30,756	342,680	248,512
Oldsmobile	1,580	4,383	1,540	9,031	267,380	140,606
Toronado	844	....	942	2,943	35,874	25,017
Pontiac Division	8,938	7,334	8,571	29,977	483,976	345,411
Acadian†	300	195	306	1,079	11,966	14,121
Sunbird	3,015	....	2,618	9,189	58,906	88,192
Phoenix/'79-'80	2,863	2,290	2,877	9,268	42,039	82,545
Firebird	1,565	3,738	1,600	5,021	134,391	50,973
LeMans	....	1,111	....	536	61,278	34,611
Grand Prix	....	....	....	1,079	64,118	35,440
Pontiac	1,195	....	1,170	3,805	111,278	39,529
VOLKSWAGEN	4,375	....	4,275	15,009	107,834	121,736
CHECKER	....	99	....	....	2,769	1,570
Total Cars, N. S.	95,050	117,119	91,078	314,761	5,441,958	3,804,184

CANADIAN CAR PRODUCTION

	Week Ended July 26, 1980	Same Week 1979	Week Ended July 19, 1980	July Estimate	Jan. 1, to July 28, 1979	Jan. 1, to July 26, 1980
CHRYSLER CORP.	....	....	....	404	73,501	38,578
FORD MOTOR	....	5,253	432	2,963	186,548	144,819
GENERAL MOTORS	3,596	8,539	11,006	29,264	363,028	311,100
VOLVO	225	180	225	652	5,252	6,130
Total Cars, Canada	3,821	13,972	11,663	33,283	628,329	500,627
N. American Cars	98,871	131,091	102,741	348,044	6,070,287	4,304,811
N. American Trucks	35,937	48,360	19,758	82,499	2,594,331	1,221,337
North American Cars and Trucks	134,808	179,451	122,499	430,543	8,664,618	5,526,148

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

Detroit, August 4, 1980

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The 'Japanese issue' dominates World Congress

By Robert M. Lienert
Editor

DEARBORN.—The future — complete with trials and triumphs — dominated presentations and informal discussions at the fifth annual Automotive News World Congress here last week.

A constant thread, appearing and reappearing in many of the sessions, involved the Japanese auto industry and the question of its responsibility for the current U. S. automotive recession.

Other main areas of interest developed around the possibility of increasingly friendly relations between the industry and government as well as U. S. makers' plans to gird for battle with new, small, fuel-efficient models.

The Japanese issue dominated. Best-attended session was the one featuring Masataka Okuma, executive vice-president of Nissan Motor Co., Ltd.

Okuma's appearance marked the first time that any Japanese-based automotive official had spoken to an American automotive audience. Okuma, coolly confident and icily correct, came direct from Tokyo to the heart of the U. S. industry—the Motor City—to state the case for the Japanese industry.

In brief, he said that Japan poses no threat to the U. S. auto industry. He urged the U. S. to be prudent in studying the possibility of imposing tariffs, and he predicted that within five years the U. S. could be threatening the Japanese industry with new, small, world-class cars.

In the keynote speech, Thomas A. Murphy, chairman of General Motors, said American industry must learn to accept new developments regardless of origin.

John J. Nevin

Thomas Murphy

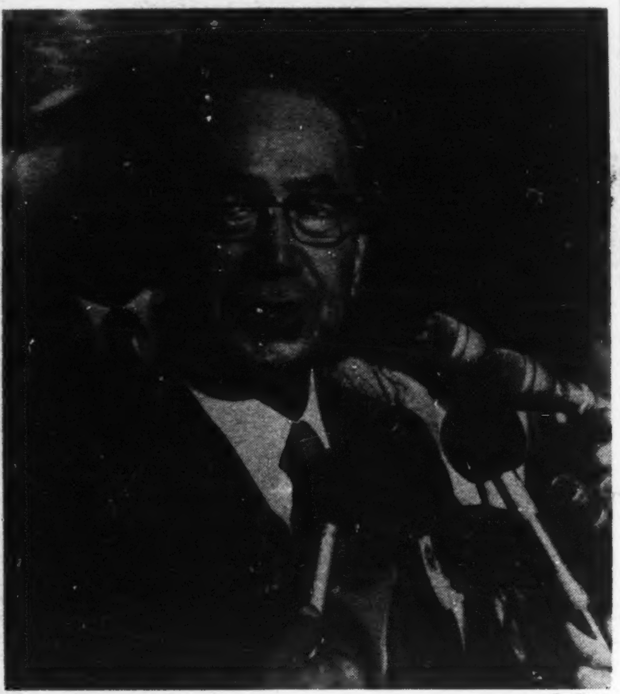
Along with more productive innovations, he plunked for worldwide free and fair trade.

Although some faculty members expressed doubts about Chrysler's future, Murphy said he expects the top three U. S. auto companies five years hence to be General Motors, Ford Motor Co. and Chrysler Corp. And he termed Chrysler's new K-car "very attractive."

Sharing the opening - night

Continued on Page 47, Col. 5

The Japanese view



Jim Plegue

Meet the press

Masataka Okuma, the Tokyo-based executive vice-president of Nissan Motor Co., Ltd., was mobbed by reporters after his appearance at Automotive News World Congress. Japan, he said, is no threat to the U. S. auto industry.

Automotive tide will shift, Nissan's Okuma tells U.S.

By Richard A. Wright
Assistant Managing Editor

Be cool, Masataka Okuma, executive vice president of Nissan Motor Co., Ltd., urged the U. S.; things are going your way.

Okuma told an overflow audience at the Automotive World Congress that the current ascendency of the Japanese auto industry is not a threat to the American industry and he urged against overreacting by erecting trade barriers.

"In the next five years, the U. S. auto makers will spend $80 billion to develop small cars," Okuma said. "The U. S. will be in a stronger position when the world car appears and the Japanese industry will be threatened."

The subject of U. S.-Japanese trade relations was a hot one at the World Congress and Okuma sought to blunt some of the barbs being hurled at Japan.

"We hope the American government will take a prudent, long-term view of the situation and respond accordingly, rather than taking the easy way out by merely singling out the Japanese makers as the culprits," he said.

• Okuma said erecting trade barriers against Japanese imports would not solve U. S. unemployment problems or pull domestic auto sales out of the doldrums. Rather, he said, such restrictions would only result in a scarcity of small cars and invite price hikes that would refuel inflation.

He denied that Japan was excluding imported cars and said the Japanese manufacturers would welcome more imports into Japan and would even help the products on the market in that country.

Okuma said Detroit's massive capital spending plans over the next five years to convert to small cars, coupled with Washington's new attitude of cooperation, will give the U. S. industry a new position of dominance in producing world cars that are made and sold around the globe.

He said that only a limited number of auto makers are qualified to make world cars because it would require having production centers scattered all over the world and a strong worldwide sales network where cars produced on such a massive scale could be sold.

He said that in the future, there will be more technical tie-ups and cooperative arrangements between manufacturers and that the Japanese makers will actively pursue such arrangements.

Current problems in U. S.-Japan auto trade are based on the energy crisis—demand for small cars is high, favoring the Japanese until the U. S. industry can switch over to smaller cars.

On the topic of Japanese auto makers establishing assembly plants in the U. S., he said the economies of scale will put the Japanese makers at a disadvantage against the U. S. makers. Despite this, he added, Nissan and Honda have decided to go ahead with plans for plants here.

Okuma said that while demand for small cars is outrunning capacity to build them right now, by 1985 there may well be an oversupply of small cars in the world. He cited four reasons:

1. The capacity of North American manufacturers is expanding dramatically.
2. In Europe, new volume will come from new plants being built as part of the world car concept.
3. Car production volume from emerging countries, such as Brazil, Korea, Mexico and Taiwan, will increase.
4. The Communist countries are expanding production and

Continued on Page 47, Col. 2

Accept change, Murphy urges

By Edward Lapham
Financial Editor

American industry must learn to accept new developments regardless of origin if it is to improve technology, increase productivity and end its adversarial relationship with government, General Motors Chairman Thomas A. Murphy told the Automotive News World Congress.

In his keynote address before nearly 500 attendees at the fifth annual World Congress, Murphy said America has been "paying" for its unwillingness to accept change from the outside.

"We have been too complacent—too ready to assume that we were more advanced, that we knew all there was to know about our own technology, and that anything 'not invented here' couldn't be very good," he said. "And we have been paying for it."

Murphy set the tone for the World Congress by calling for worldwide free and fair trade, a better industrial business environment in the U. S. and more productive innovations.

Murphy said "it is essential" that all the governments repre-

Continued on Page 47, Col. 4

Lids range from 45 to 70 MPH under bizarre plan

Multiple speed limits linked to MPG

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—A return to the 70-MPH speed limit for certain fuel - efficient automobiles is being recommended as one way to save energy by a government-industry panel.

The transportation sector panel, members of the so-called "Sawhill Project" (for John Sawhill, deputy secretary of energy) estimates that such a move could save the U. S. a minimum of 140,000 barrels of gasoline per day while also instigating a more rapid switch to smaller, more-fuel-efficient vehicles.

The 70-MPH speed limit for fuel-efficient cars is one of a number of recommendations the panel is making, the most significant of which, as previously reported by AUTOMOTIVE NEWS, is a change in the Corporate Average Fuel Economy (CAFE) standard from 27.5 MPG in 1985 to 50 MPG for both cars and light-trucks in 1990 and an 80-MPG standard for these vehicles in 1995.

The U. S. abandoned the 70-MPH speed limit on interstate highways in February, 1974, shortly after the first Arab oil embargo, in an effort to reduce its dependence on foreign oil. The new speed limit of 55 MPH infuriated a good number of people who already owned fuel-efficient cars. They felt they were being made to pay for the sins of the "gas-guzzler" crowd.

The transportation panel suggests the U. S. undo this injustice in 1985 by allowing new cars which achieve average fuel economies of 35 miles per gallon (25 percent above the relevant CAFE standard) to bust the "double nickel" by 15 MPH

Continued on Page 45, Col. 1

NEWSPAPER

PRODUCTION OVERSEAS

JAPAN

Cars

	5 mos., 1980	5 mos., 1979
Daihatsu	65,102	51,080
Fuji	81,316	54,064
Honda	326,630	274,142
Isuzu	42,435	31,607
Mitsubishi	249,216	200,971
Nissan Motor	780,025	692,933
Suzuki	30,614	30,311
Toyo Kogyo	278,942	250,696
Toyota	996,749	849,430
Total	2,851,029	2,435,234

Trucks and Buses

Daihatsu	109,318	91,118
Fuji	86,587	72,589
Hino	32,307	33,361
Honda	42,065	38,116
Isuzu	157,199	136,516
Mitsubishi	174,056	151,306
Nissan Diesel	19,485	16,156
Nissan Motor	288,821	239,755
Suzuki	135,683	92,260
Toyo Kogyo	156,961	126,078
Toyota	431,601	344,647
Others	333	188
Total	1,634,416	1,342,090
Total vehicles	4,485,445	3,777,324

UNITED KINGDOM

Cars

	4 mos., 1980	4 mos., 1979
BL	150,535	195,925
Austin-Morris	119,170	153,068
Jaguar-Rover-Triumph	27,636	38,641
Range Rover	3,689	4,216
Ford	136,102	152,405
Lotus	136	408
Reliant	306	323
Rolls-Royce/Bentley	1,207	1,139
TVR	34	119
Talbot	64,243	43,469
Vauxhall	26,248	28,271
Others	238	238
Total	379,052	422,305

Trucks and Buses

Bedford	36,448	39,355
BL	48,110	47,141
Austin-Morris	22,746	19,193
Land Rover	15,572	16,932
Leyland Vehicles	9,792	11,016
Dodge	6,936	6,596
ERF	1,122	1,088
Foden	629	544
Ford	59,398	61,200
Hestair Dennis	221	170
Metro-Scammell Weymann	170	119
Seddon Atkinson	1,768	1,598
Others	340	238
Total	155,138	158,059
Total vehicles	534,190	580,364

FRANCE

Cars

	4 mos., 1980	4 mos., 1979
Alpine	276	457
Citroen	236,850	256,356
Matra Talbot	3,136	6,728
Peugeot	242,331	271,131
Renault	564,454	464,108
Talbot	114,016	135,480
Total	1,161,063	1,134,260

Trucks and Buses

CBM	38	42
Citroen	18,262	16,658
Matra Talbot	834	0
Peugeot	50,618	41,234
Renault	56,385	51,430
Renault VI	20,402	15,831
Berliet	6,223	6,369
Saviem	14,179	9,462
Sovam	53	40
Talbot	10,144	10,983
Unic	7,171	6,134
Total	163,907	142,352
Total vehicles	1,324,970	1,276,612

ITALY

Cars

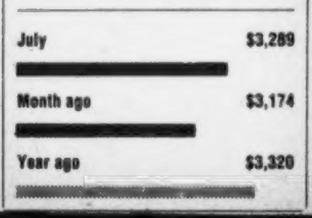
	3 mos., 1980	3 mos., 1979
Alfa Romeo	32,860	29,524
Alfasud	26,580	28,445
Autobianchi	20,447	24,766
De Tomaso	21	20
Ferrari	514	611
Fiat	353,997	314,863
Lamborghini	15	7
Lancia	29,055	13,011
Maserati	127	91
Nuova Innocenti	10,804	11,409
Total	474,420	422,747

Trucks and buses

Alfa Romeo	516	693
Fiat	15,788	34,835
Magirus	1,351	943
OM	4,949	3,570
Others	146	106
Total	22,750	40,147
Total vehicles	497,170	462,894

Used car sales

Auction averages



Model breakdown

Auction averages

	July	June	May
1980	$5,662	$5,621	$6,050
1979	4,900	4,650	4,610
1978	3,631	3,501	3,498
1977	3,046	2,981	2,576
1976	2,214	2,328	2,177
1975	1,711	1,772	1,662
1974	1,240	1,343	1,203
1973	968	1,084	1,007
Overall Average	$3,289	$3,349	$3,183

Week's yield 30 pct. below last year

Changeovers trim output to 62,314

By Michele Raquepau
Staff Writer

With model changeovers taking their toll, domestic auto production last week of 62,314 declined 31.73 percent from the previous week's output of 91,276, and slid 30.47 percent from the 89,617 assembled in the comparable 1979 week.

Year-to-date production of 3,862,724 is a 30.28 percent drop from the 5,540,102 built by this date in 1979.

American Motors' Kenosha plant, which was scheduled to begin full production last Monday, will not resume output with both shifts until today (Aug. 4). Production of AMC's 1981 model Eagle SX/4 and Eagle Kammenback did begin at Kenosha last week.

All Chrysler Corp. auto assembly plants were down last week, although Chrysler had originally planned to begin production of the 1981 model Aries and Reliant at the Jefferson Ave. point last week.

This week, Chrysler's Jefferson, Belvidere (Omni, Horizon) and St. Louis (LeBaron, Diplomat, Caravelle) points are scheduled to work.

General Motors' Arlington and Doraville assembly plants (Malibu, Monte Carlo, Cutlass) built out for the 1980 model year last week as did its Leeds, (Malibu, Monte Carlo), Van Nuys (Camaro, Firebird) and Fairfax (Buick, Oldsmobile, Pontiac) points.

GM's Oldsmobile Lansing plant is scheduled to begin production of 1981-model mid-size cars this Friday (Aug. 8) and resume full production on Aug. 15. The Pontiac home plant began 1981 model output last Friday and Janesville begins 1981 production Aug. 5.

Ford Motor Co.'s Atlanta, Chicago, Metuchen, Wayne, Lorain, Dearborn, and San Jose car assembly plants were down last week.

Atlanta, Chicago, Metuchen and Wayne were closed for changeover to 1981 model output, and of those, only Atlanta (Granada, Cougar, XR-7) is scheduled to work this week. Dearborn (Mustang, Capri) returns this week.

Lorain (Cougar, XR-7, Thunderbird) will remain down this week and next, and San Jose (Mustang, Capri) will be closed this week also.

Volkswagen of America will close its Westmoreland point Aug. 29 for changeover and is not scheduled to resume production until Sept. 22.

Checker Motors is scheduled to resume production today (Aug. 4) after being closed for the month of July.

U. S. CAR PRODUCTION

	Week Ended Aug. 2, 1980	Same Week 1979	Week Ended July 26, 1980	July Estimate	Jan. 1, to Aug. 4, 1979	Jan. 1, to Aug. 2, 1980
AMERICAN MOTORS	2,220*	4,500	1,110*	3,330*	89,325	97,243*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	....	8,309	4,168	23,996	583,389	356,905
Plymouth Total	....	3,083	2,309	10,748	232,464	162,815
Horizon	....	2,987	2,308	9,640	101,425	93,681
Volare	....	96	....	642	125,583	51,740
'80 Gran Fury	....	....	1	282	....	13,311
Caravelle	....	....	....	184	5,456	4,083
Chrysler Total	....	2,489	....	3,328	125,832	47,820
Chrysler	....	2,489	....	911	60,431	11,516
LeBaron	....	....	....	2,417	65,401	36,304
Dodge Total	....	2,737	1,859	9,920	225,093	146,270
Omni	....	2,519	1,860	7,801	91,296	21,062
St. Regis	....	218	1	363	19,731	10,724
Diplomat	....	....	....	1,355	30,044	17,585
Aspen	....	....	....	401	84,022	36,899
FORD MOTOR	6,769	30,316	19,644	38,811	1,368,573	737,110
Ford Division	4,337	23,478	12,416	26,567	900,280	543,061
Pinto	....	2,957	....	7,189	115,998	68,179
Mustang II/Mustang	....	7,204	5,402	6,574	238,662	145,302
Fairmont	2,615	6,095	2,786	5,946	124,385	148,898
Granada	....	3,186	....	525	97,659	49,412
LTD II	....	....	....	....	22,746	....
Thunderbird	....	2,330	2,590	2,590	182,402	77,383
Ford	1,722	1,706	1,638	3,743	118,428	53,887
L-M Division	2,432	6,838	7,228	12,244	468,293	194,049
Mercury Total	2,432	6,479	5,935	10,691	369,998	174,502
Bobcat	....	1,017	....	1,258	30,999	12,445
Capri	....	2,181	1,747	2,010	70,580	41,891
Zephyr	1,148	1,436	1,031	2,395	41,505	48,042
Monarch	....	1,620	....	331	45,183	16,409
Cougar/XR7	....	225	2,005	2,005	105,310	25,757
Mercury	1,284	....	1,152	2,692	76,421	29,958
Lincoln Total	....	359	1,293	1,553	98,295	19,547
Lincoln	....	161	613	735	49,047	7,649
Versailles	....	....	....	....	8,946	1,861
Mark VI	....	198	680	918	40,302	10,037
GENERAL MOTORS	48,950	46,393	62,048	303,437	3,388,113	2,543,854
Buick Division	5,465	3,323	10,121	51,283	489,014	496,893
Skyhawk	....	404	....	....	14,897	....
Skylark/'79-'80	3,836	2,919	4,829	17,938	54,885	139,254
Century	....	....	989	9,045	32,314	107,564
Regal	723	....	1,822	11,927	172,319	129,695
Buick	906	....	1,771	10,111	177,261	92,621
Riviera	....	....	710	2,262	37,338	27,759
Cadillac Division	....	....	3,689	14,437	241,167	124,756
Seville	....	....	695	2,508	30,574	21,206
Cadillac	....	....	1,685	7,244	162,929	70,266
Eldorado	....	....	1,309	4,685	47,664	33,224
Chevrolet Division	28,440	30,914	30,482	130,952	1,476,315	1,078,361
Chevette	9,740	9,320	9,509	40,450	257,460	280,591
Monza	3,320	2,932	2,593	12,554	93,489	102,825
Camaro	1,570	3,088	2,509	9,675	182,549	79,725
Nova/Citation	8,245	7,209	9,505	38,225	156,376	288,504
Malibu	3,995	5,053	4,709	20,162	263,979	167,060
Monte Carlo	770	2,327	824	3,615	158,768	60,583
Chevrolet	....	....	....	2,902	334,179	72,494
Corvette	800	985	833	3,369	29,515	26,579
Oldsmobile Division	8,388	5,769	11,044	72,357	690,375	494,003
Starfire	....	337	....	....	12,753	....
Omega/'79-'80	2,167	1,300	2,206	10,524	25,877	73,596
Cutlass	5,195	4,132	6,337	45,988	348,573	253,681
Oldsmobile	1,026	....	1,558	12,400	267,298	141,610
Toronado	....	....	943	3,445	35,874	25,116
Pontiac Division	6,657	6,387	6,712	34,406	491,242	349,842
Acadian†	240	210	247	1,266	12,066	14,308
Sunbird	3,093	1,912	2,179	11,446	60,861	90,449
Phoenix/'79-'80	2,525	1,963	2,797	11,727	43,998	85,004
Firebird	799	2,302	1,478	5,733	136,558	51,685
LeMans	....	....	....	536	62,363	34,611
Grand Prix	....	....	....	1,079	64,118	35,440
Pontiac	....	....	11	2,621	111,278	38,345
VOLKSWAGEN	4,375	....	4,306	20,280	107,834	126,042
CHECKER	....	99	....	....	2,868	1,570
Total Cars, N. S.	62,314	89,617	91,276	389,854	5,540,102	3,862,724

Truck production declines 31 pct.; 20,046 assembled

Truck production by U. S. makers last week of 20,046 fell 31.74 percent from the 29,368 of the previous week and dropped 34.03 percent from the 30,386 of the comparable 1979 week.

The year's cumulative truck output of 937,265 is a decline of 57.28 percent from the 2,194,260 assembled by this time in 1979.

Chrysler Corp.'s Warren truck plant was down last week for model changeover and will remain down this week. Warren is scheduled to begin production of 1981 models Aug. 11.

Ford Motor Co.'s Michigan, Twin Cities, Kentucky, Lorain and San Jose truck assembly plants were down last week. All of the closings were "unscheduled downtime," not involving changeovers.

Van production at Ford's Lorain point will remain down this week and next, and truck output at its San Jose and Twin Cities plants will be closed this week.

As of Aug. 1, all General Motors truck assembly points except Lordstown and GMC Truck & Coach in Pontiac will be down for changeover to 1981 model production.

American Motors' Jeep plant, which was closed the entire month of July, is scheduled to resume operations Aug. 11.

All Mack truck facilities were down last week for vacation and will remain down until Aug. 11.

[redacted]

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 2, 1980	Same Week 1979	Week Ended July 26, 1980	July Estimate	Jan. 1, to Aug. 4, 1979	Jan. 1, to Aug. 2, 1980
CHEVROLET	7,384	9,844	6,902	30,790	694,984	290,254
DODGE/PLYMOUTH	....	624	72	2,013	256,241	84,700
FORD	5,230	7,498	15,421	22,165	777,474	314,186
GMC	3,817	6,429	2,984	14,609	229,081	101,145
INTERNATIONAL	2,115	2,434	1,925	8,017	82,305	32,916
MACK	....	....	541	1,355	21,941	14,917
JEEP	....	2,400	....	....	91,976	51,105
AM CORP.	225*	457	225*	945*	14,658	5,789
VOLKSWAGEN	625	....	613	2,879	....	17,808
MISCELLANEOUS	650*	700	685	2,876*	25,600	24,525*
Total Trucks, U. S.	20,046	30,386	29,368	85,649	2,194,260	937,265

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 2, 1980	Same Week 1979	Week Ended July 26, 1980	July Estimate	Jan. 1, to Aug. 4, 1979	Jan. 1, to Aug. 2, 1980
CHRYSLER CORP.	1,600	....	....	1,600	40,108	23,798
FORD MOTOR	800	1,470	2,792	7,442	155,417	110,099
GENERAL MOTORS	1,044	1,683	1,651	8,717	181,325	150,017
AMERICAN MOTORS	....	926	....	....	34,339	11,644
INTERNATIONAL	475	476	469	847	12,282	9,428
MACK	....	....	23	138	2,253	1,417
Total Trucks, Canada	3,919	4,555	4,935	18,744	425,724	306,403
N. American Trucks	23,965	34,941	34,303	104,393	2,619,984	1,243,668

**—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Car production rises in Canada as Ford returns

Canadian auto production last week of 6,673 jumped 40.99 percent over the 4,733 of the previous week, and increased 53.26 percent over the 4,354 of the comparable 1979 week.

Cumulative yearly production of 508,212 is a 19.65 percent drop from the 632,487 assembled by this date in 1979.

Production increased last week because Ford Motor Co.'s Oakville and St. Thomas plants reopened, although both plants are still building 1980 model cars. Oakville begins assembly of 1981 models on Aug. 18, and St. Thomas begins new-model output Aug. 12.

Chrysler Corp.'s Windsor auto assembly plant is scheduled to reopen today (Aug. 4), and production of the 1981 Imperial is planned to begin Aug. 6.

General Motors' Oshawa No. 2 line and Oshawa No. 1 build out for the 1980 model year on Aug. 18. Oshawa No. 2 begins assembly of 1981 models on Sept. 18, and No. 1 begins new-model production Sept. 11.

GM's St. Therese plant builds out Aug. 24 and begins 1981 model output on Sept. 25.

Volvo closes for vacation today (Aug. 4) and resumes production on Aug. 22. Changeover to 1981 model output at Volvo doesn't take place until mid-September.

Truck output in Canada last week of 3,919 fell 20.59 percent from the 4,935 of the previous week and declined 13.96 percent from the 4,555 of the comparable 1979 week.

Year-to-date truck production of 306,403 is a 28.03 percent drop from the 425,724 assembled by this date in 1979.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 2, 1980	Same Week 1979	Week Ended July 26, 1980	July Estimate	Jan. 1, to Aug. 4, 1979	Jan. 1, to Aug. 2, 1980
CHRYSLER CORP.	....	....	....	404	73,501	38,578
FORD MOTOR	5,440	4,354	768	9,171	189,009	151,027
GENERAL MOTORS	1,008	....	3,740	30,416	364,725	312,252
VOLVO	225	....	225	877	5,252	6,355
Total Cars, Canada	6,673	4,354	4,733	40,868	632,487	508,212
N. American Cars	68,987	93,971	96,009	430,722	6,172,589	4,370,936
N. American Trucks	23,965	34,941	34,303	104,393	2,619,984	1,243,668
North American Cars and Trucks	92,952	128,912	130,312	535,115	8,792,573	5,614,604

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Detroit, August 11, 1980

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GM heads for an even more dominant position

A look at cars coming over next five years

By Robert W. Irvin
Editor-at-Large

It is costing $80 billion and it is the greatest peacetime upheaval in the history of the American auto industry.

The industry is in the midst of a wartime-style changeover of plants and products. Gone are the steady, evolutionary changes of the past. Now the changes are nothing short of revolutionary.

They actually started in the late 1970s with the introduction of the Chrysler Omni/Horizon front-drive subcompacts and the General Motors X-car, front-drive compacts.

But those introductions only set the stage for what will be a dizzying series of new cars over the next five years. Items:

1. Ford Motor Co. begins production this week of its new Escort/Lynx, the small front-drive world car which is crucial to the firm's comeback.

2. Chrysler Corp. last week launched production of its K-car, the front-drive compact built with federal aid and the car which holds the key to the firm's survival. It will be sold under Reliant/Aries nameplates.

3. General Motors next spring will introduce its J-car, another front-drive small car in the same 25-30-MPG range as the Escort/Lynx and the Chrysler K-car.

While the trend is definitely to front-drive cars with four-cylinder engines, customers will find an even greater proliferation of cars and powertrains than is now available.

There will still be rear-drive cars. There will be new mid-engine sports models and front-drive vans. There will be more V-6s, more diesels and still some V-8s.

There will even be electric cars and electric vans.

Some classes of cars will be dropped and nameplates shifted.

The $80-billion price tag for the total changeover eclipses even the $77.7 billion spent thus far on the 42,000-mile U. S. interstate highway program.

GM will spend an incredible $40 billion over the next five years. Other firms will account for $40 billion more.

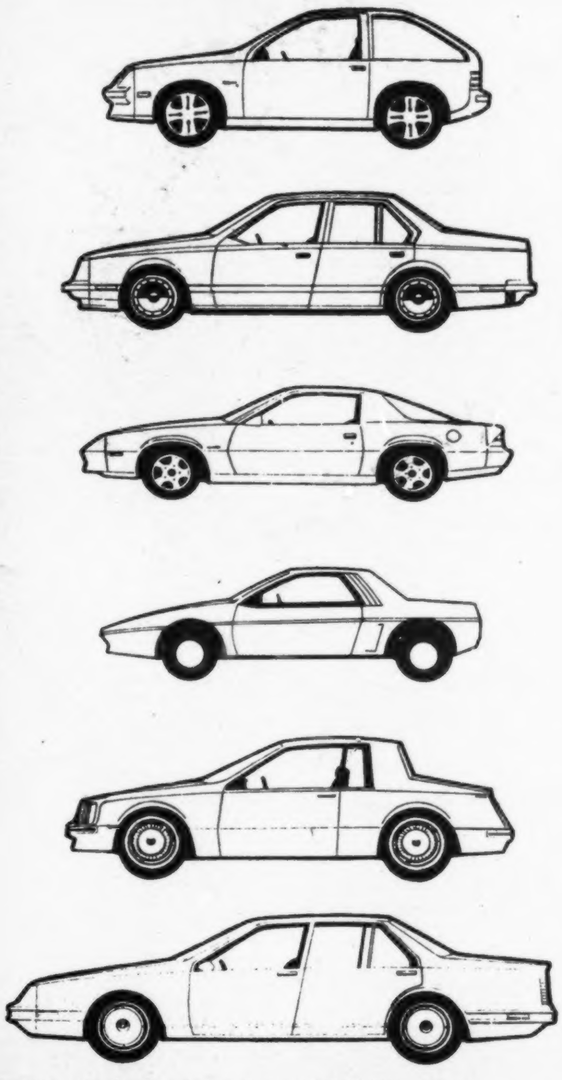
It appears the competitors will not catch up with GM's product changes. An analysis of product plans for the various firms shows that by 1984-85 GM should be in an even more dominant market position in the U.S. auto business.

The competitors lost ground to GM over the past five years because GM moved fastest to develop smaller economy cars after the Arab oil embargo and soaring gasoline prices.

In addition to trying to overtake GM, the other domestic firms also have to contend with even more competition from imports. The foreign car makers

Continued on Page 42, Col. 1

Down the road



Wedge look featured on 1981-84 cars

Aerodynamics will be a key feature in U. S. car design of 1980s. These sketches, shown at the Automotive News World Congress, reflect the wedge-shape designers are after for improved fuel economy. Note the fast-sloping windshield, low hood and high trunk. These are the kinds of cars Detroit will be building in 1981-84. From the top are a 2+2 subcompact, a five-passenger mid-size sedan, both front-drive; a four-seat sporty car with rear drive; a mid-engine two-seat sports car; and two more front drive models—a four-passenger subcompact coupe and a standard six-passenger sedan. Most cars will use four-cylinder and V-6 engines, although the sporty model will probably have a V-8. Fuel economy will be in the 25-40-MPG range.

First one off

Jim Plegue

Iacocca takes the wheel

A 1981 Plymouth Reliant, driven by Chrysler Corp. Chairman Lee A. Iacocca, was officially the first K-car off the production line at the Jefferson Ave. plant. Story on Page 2.

Loss is heaviest on record

930 dealerships fold in first half

By John K. Teahen Jr.
Managing Editor

The dire predictions of dealer mortality have proved all too true.

The midyear AUTOMOTIVE NEWS census discloses that the domestic auto industry lost a staggering total of 930 dealerships during the first six months of 1980. It was by far the stiffest loss in the 20 years that AUTOMOTIVE NEWS has been compiling semiannual figures.

By comparison, the first-half dropoff in 1979 was 133 outlets.

The census found 22,449 dealerships handling U. S. makes of passenger cars on July 1, compared with 23,379 on Jan. 1.

The first quarter was bad with a loss of 258 dealerships. But the second quarter was the real backbreaker as another 672 outlets faded away.

To pinpoint the severity of the decline, it should be noted that only twice in the last 18 years has the full-year loss been greater than this year's first-half dip.

The industry lost 945 outlets in 1970 (and the 1980 total is surely above that by now), and there was a slide of 1,856 stores in 1966 when Studebaker bowed out of the auto business. Studebaker accounted for the bulk of that year's downturn.

Despite the gloom of the first half this year, there was a bright spot: American Motors. AMC showed a decline of only six dealerships for the period.

But it was a rough time for the Big Three. Chrysler Corp. lost 413 car dealerships; Ford Motor was down 331, and General Motors dropped 185. That's a total of 935 for the four companies. A change in the number of intercorporate duals put the industry's net loss at 930.

All figures in this article and the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

- For each of the Big Three, the first-half loss was the worst in the two-score years for which semiannual figures are available. And the second quarter was the worst for each company in the 19 years that AUTOMOTIVE NEWS has been charting quarterly changes in dealer totals.

It's hardly necessary to repeat the reasons for the first-

Continued on Page 41, Col. 1

breaking news

FTC accuses GM in transmission case

WASHINGTON. — The FTC has charged General Motors with unfair and deceptive practices in failing to notify owners and buyers of millions of vehicles that some have serious defects. "Typical and illustrative" are Type 200 automatic transmissions, camshafts or lifters in Chevrolet 305 and 350 V-8 engines and fuel-injection pumps or injectors in diesels, particularly Oldsmobile 350s.

L-M appoints Rewey and Cappy

DETROIT.—Robert L. Rewey has been appointed general sales manager for Lincoln-Mercury Division, succeeding

See BREAKING NEWS, Page 47, Col. 1

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Loss is heaviest on record

930 dealerships fold in first half

Continued from Page 1

half disaster. Sales have been awful; interest rates and other expenses have been sky-high, and profit has been virtually nonexistent in the domestic auto industry (even mighty GM operated in the red for the first half).

On the retail side, those factors drove hundreds and hundreds of dealerships to the wall. In countless other cases, dealers decided to bail out while they still had a buck in the bank.

The current dismal period for the industry began in the third quarter of last year when 330 dealerships left the field. Another 209 departed in the fourth quarter and then came this year's plunges of 258 and 672.

Thus, 1,469 domestic dealerships disappeared in 12 months.

From a franchise standpoint, every Big Three car line suffered a decline in the first half of this year, but the dips varied widely.

Cadillac, down 25, fared best, followed by Buick, off 40; Oldsmobile, down 45, and Pontiac, down 60. Chevrolet had a drop of 100 franchises.

At Ford Motor, the franchise downturns were 101 for Lincoln, 146 for Mercury and 235 for Ford.

Chrysler Corp. was hardest hit of the Big Three with franchise drops of 220 for Dodge, 240 for Plymouth and 287 for Chrysler.

- American Motors wound up the first half with 1,695 dealerships, down six from 1,701 at the beginning of the year. The first quarter was kinder to AMC than the second—the company reported a gain of 36 outlets for January-March and a drop of 42 for April-June.

AMC had 661 duals with Big Three makes of passenger cars on July 1, compared with 668 at the beginning of the year.

Chrysler Corp.'s car - dealer total plunged to 4,006 at midyear, down from 4,419 on Jan. 1. The company lost 152 dealers in the first quarter and 261 in the second.

Franchise totals at the beginning of July were Chrysler, 2,784; Plymouth, 2,553, and Dodge car, 2,424.

In addition to its 4,006 car dealerships, Chrysler Corp. also has 10 sites that handle only trucks. They are excluded from the corporate car dealership total and the Dodge car franchise total.

Incidentally, Chrysler no longer lists the four "DeSoto exclusives" that it has carried on its books for several years. No DeSoto cars have been built since 1960.

Ford Motor Co. had 6,183 car dealerships on July 1, down from 6,514 at the beginning of the year. Quarterly dips were 97 in the first and 234 in the second.

Franchise totals at mid-year were Ford, 5,252; Mercury, 2,789 and Lincoln, 1,511.

Ford Motor has 93 dealerships that handle only the company's heavy-duty trucks. They are not included in the Ford Motor car-dealership total or the Ford Division car-franchise total in this article.

At mid-year, General Motors had 11,240 car dealerships, compared with 11,425 on Jan. 1. A minimal dip of 30 in the first quarter expanded to 155 in the second.

Franchise totals for GM's car divisions on July 1 were: Chevrolet, 5,775; Oldsmobile, 3,270; Pontiac, 3,160; Buick, 3,010, and Cadillac, 1,605.

As noted, the domestic dealer total has dropped 1,469 during the last 12 months. It was 23,918 on July 1, 1979, compared with the current 22,449.

In that period, there has been a gain of 16 outlets for AMC and drops of 704 for Chrysler, 416 for Ford and 310 for GM. That's an aggregate of 1,414. A change in the number of intercorporate duals lifted the industry's net loss to 1,469.

U.S. car outlets

	July 1, 1980	Jan. 1, 1980
American Motors	1,695	1,701
Chrysler Corp.	4,006	4,419
Ford Motor Co.	6,183	6,514
General Motors	11,240	11,425
Totals	23,124	24,059
Minus Intercorporate Duals	675	660
NET OUTLETS	22,449	23,379

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Franchise totals

	July 1, 1980	Jan. 1, 1980
AMERICAN MOTORS	1,695	1,701
CHRYSLER CORP.		
Chrysler	2,784	3,071
Dodge	2,424	2,644
Plymouth	2,553	2,793
FORD MOTOR CO.		
Ford	5,252	5,487
Lincoln	1,511	1,612
Mercury	2,789	2,935
GENERAL MOTORS		
Buick	3,010	3,050
Cadillac	1,605	1,630
Chevrolet	5,775	5,875
Oldsmobile	3,270	3,315
Pontiac	3,160	3,220

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Gross profits beat 1979 level

June's Service Index on rebound

By Francis Gawronski
Service Editor

Although service and parts business in new-car dealerships improved in June, it still trailed the volume recorded by dealers a year ago.

According to the Automotive News Service Index, dealers' service and parts volume in June amounted to 98.4 percent of the business done in June, 1979.

June was the fourth month out of the last six that dealership shop business dipped below the volume recorded a year earlier.

The Service Index in June of 98.4 percent showed an improvement of the previous month's which registered 91.5 percent of the business done the year before.

Only one of the five indicators used in the Service Index showed an increase in June. This indicator — gross profit on all labor, parts and P&A sales, the most important one to dealers—was up 3.0 percent from a year ago.

SERVICE INDEX
98.4*

	June, '80 vs. June, '79	6 mos., '80 vs. 6 mos., '79
Gross Profit on All Labor and P&A Sales	+ 3.0%	+ 0.1%
Repair Orders Written	− 8.1%	−12.4%
Total Labor Sales (Customer & Warranty)	− 0.1%	+ 0.1%
Shop Parts Sales (Customer & Warranty)	− 1.7%	− 3.5%
Sales of All P&A	− 0.2%	− 3.6%

*—Survey by Automotive News shows that dealers' service and parts business in June, 1980, was 98.4 percent of business in June, 1979. Service business in the six months of 1980 was 95.1 percent of business in the corresponding period in 1979.

Dealer hopes for an upturn in shop business were reinforced by three other indicators which just missed registering an increase over last year's volume.

Total labor sales (customer-paid and warranty) were down 0.1 percent from the year-ago figure, while sales of all parts and accessories were down 0.2 percent. Shop parts sales (those used in customer-paid and warranty repairs) were off 1.7 percent from the year-ago figure.

The indicator showing the sharpest decline was repair orders written, which declined 8.1 percent. Even this was an improvement over the May figure, which was down 12.6 percent from May, 1979.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first half of 1980, dealers' shop volume amounted to 95.1 percent of the volume for the corresponding period of 1979.

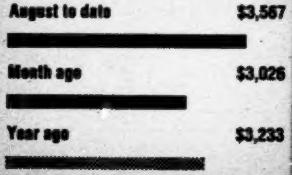
As in the monthly Service Index, repair orders written showed the biggest decline, down 12.4 percent, followed by sales of all parts and accessories, down 3.6 percent.

Shop parts sales were off 3.5 percent while gross profits were down 0.1 percent.

Labor sales was the only indicator to show a gain in the January-June period, posting a slim 0.1 percent advance.

Used car sales

Auction averages



Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,227	$5,662	$5,821
1979	4,650	4,900	4,050
1978	3,739	3,631	3,501
1977	3,283	3,046	2,981
1976	2,467	2,214	2,328
1975	1,797	1,711	1,772
1974	1,412	1,240	1,343
1973	875	968	1,084
Overall Average	$3,567	$3,289	$3,340

But domestics' July total is lowest in 18 years

Imports seize 29.7 pct. of market

By Jenny L. King
Staff Writer

With domestic new-car sales in July limping along at their lowest level in 18 years, the imports steadfastly refused to go on vacation. They posted their highest sales so far this year and captured a record 29.76 percent of the U. S. market.

U. S. auto makers sold 542,349 new cars in July, down 21.21 percent from 688,377 a year ago and their lowest since July, 1962 when 511,662 new cars were delivered. Two years ago, July sales totaled 761,852, a difference of 28.81 percent compared with this year. It was the 17th straight month domestic new-car sales were down.

The foreign auto makers rather quietly reported 14 increases, including two records for the month. The four leaders all were up, with record sales for Datsun. Toyota sales climbed 43.66 percent, Datsun's record 55,651 was up 42.88 percent over 38,949 last year; Honda was up 9.03 percent, and Mazda jumped 40.77 percent. "Availability of cars" was given as the reason for sales increases. BMW also had a record month.

The import total for the month was 229,642, up 16.89 percent from 196,480 a year ago. Japanese products accounted for 79.87 percent of the import total, and 23.74 percent of all new cars sold in the U. S. in July.

Year-to-date sales for imports were 1,481,951, up 3.25 percent from 1,433,830 last year.

Industry sales through July 31 were 5,423,525, down 17.43 percent from 6,568,404 in 1979. The domestics lagged 23.23 percent behind year-ago levels: 3,941,574 compared with 5,134,574.

Of the U. S. auto makers, only Volkswagen of America pulled ahead of its 1979 sales level. Rabbit sales jumped 24.10 percent, thanks to record third-period sales of 10,503. General Motors reported a sales drop of 16.81 percent in July, to 347,669 compared with 417,933 last year. Ford suffered the largest decline, with sales of 114,758, down 33.97 percent from 173,805.

Chrysler July sales were 50,497, down 25.83 percent from 68,081, and AMC reported sales of 10,449, down 21.24 percent from 13,267.

As GM settled in with 64.10 percent of the domestic market, based on its July sales, and VWoA climbed to 3.50 percent from 2.22 percent, Ford, Chrysler and AMC had to divvy up the small remaining piece.

GM was up to 64.10 percent from 60.71 percent last year. Ford's share slipped to 21.16 percent from 25.25 percent. Chrysler earned 9.31 percent, down from 9.89 percent, and AMC kept its 1.93 percent of the total.

With 26 selling days this year, the July daily selling rate averaged 20,860, down 24.24 percent from 27,535 based on 25 selling days in 1979.

Of the 13 U. S. makes, VWoA's Rabbit had the only sales gain. Of the others, Buick came the closest to breaking even; its sales were down 0.71 percent on a year-to-year basis. Oldsmobile, spurred by a record third period, came within 6 percent of its year-ago sales level.

At the other end of the scale, Mercury sales were off 46.16 percent and Chrysler sales plunged 40.92 percent. Ford sales dropped 30.71 percent and Cadillac sales were down 26.70 percent.

- Top-selling domestic nameplates lined up behind Chevrolet Citation, which was first with sales of 33,635. Chevrolet Chevette was Number Two at 27,986, followed by Oldsmobile Cutlass Supreme at 24,540, Chevrolet Malibu at 23,345 and standard Chevrolet at 20,544.

Not only was the imports' 29.76 percent share of the market a record for that market class, it was the largest single chunk earned by any size. U. S. subcompacts accounted for 14.30 percent, compacts were 19.49 percent, intermediates were 20.71 percent, standard-size cars were 11.34 percent and luxury models accounted for 4.40 percent of the total.

Third-period domestic sales were down 15.88 percent on a year-to-year basis, 24.29 percent on a daily-rate basis. July 21-31 sales totaled 236,293, this year, compared with 280,887 in 1979. There were 10 selling days this year, nine last year.

VWoA reported record Rabbit sales of 10,503 for the period, earning the company its highest-ever market share of 4.44 percent. GM claimed a record 68.59 percent of the third-period market, while Ford plunged to a low for the year, 15.54 percent. Chrysler sales earned it 9.31 percent of the market, AMC had an estimated 2.12 percent.

Where Auto Market was in July

	Total Sales	Pct. of Total
SUBCOMPACT	110,386	14.30
COMPACT	150,470	19.49
INTERMEDIATE	159,944	20.71
STANDARD	87,588	11.34
LUXURY	33,961	4.40
IMPORT	229,642	29.76
TOTAL	771,991	100.00

IMPORTED CAR SALES

	July, 1980	Same Month, 1979	Jan. 1 to July 31, 1980	Same Period, 1979
Alfa Romeo	343	399	2,090	2,470
Arrow	4,077	3,559	39,578	32,695
Audi	3,788	4,451	24,921	25,439
BMW	3,807	3,056	21,219	20,286
Challenger	1,101	1,387	8,527	9,727
Colt	3,758	5,195	36,189	43,064
Datsun	55,651	38,949	336,541	274,681
Fiat	3,015	6,151	24,942	39,877
Fiesta	5,419	8,936	41,925	51,518
Honda	31,972	29,323	220,140	220,132
Jaguar	234	269	1,647	2,399
Lancia	180	146	1,407	999
Mazda	14,756	10,482	89,057	88,675
Mercedes-Benz	4,901	4,373	31,014	33,041
MG	1,984	4,069	7,146	18,858
Opel	....	1,293	....	11,523
Peugeot	1,119	875	7,745	7,108
Porsche	1,202	1,310	6,888	8,648
Renault	2,281	2,017	14,649	10,449
Rover	41	....	116	....
Saab	1,568	1,264	8,073	9,128
Sapporo	849	1,345	6,751	8,714
Subaru	11,987	10,130	82,791	79,676
Toyota	59,029	41,090	374,874	296,240
Triumph	2,488	1,450	7,719	7,976
Volkswagen	8,827	10,238	52,645	94,748
Volvo	5,265	4,723	33,557	35,759
TOTAL	229,642	196,480	1,481,951	1,433,830

DOMESTIC CAR SALES

	July 21 to July 31, 1980	Same Period, 1979	July, 1980	Same Month, 1979	Jan. 1 to July 31, 1980	Same Period, 1979
Spirit	....	....	4,006	5,413	32,165	30,011
Concord	....	....	3,865	7,146	38,703	51,089
Pacer	....	....	256	708	1,780	5,158
Eagle	....	....	2,320	....	16,589	....
AMERICAN MOTORS*	5,000†	5,000†	10,449	13,267	89,237	86,258
Horizon	5,325	3,737	11,094	9,926	78,619	103,085
Volare	2,669	5,242	6,467	12,740	50,780	103,350
Voyager	....	367	....	866	....	6,181
Fury	....	88	....	212	....	2,491
Plymouth	798	....	2,281	....	11,009	....
Total Plymouth	8,792	9,434	19,842	23,744	140,408	215,107
LeBaron	1,886	2,692	4,218	6,007	37,415	56,450
Cordoba	1,382	1,622	3,388	3,551	27,563	28,070
Chrysler	752	2,759	2,140	6,939	19,524	54,324
Total Chrysler	4,020	7,073	9,746	16,497	84,502	138,844
Omni	4,570	3,302	9,348	9,224	65,129	87,639
Aspen	2,172	3,514	5,267	9,112	38,673	69,761
Sportsman	....	1,201	....	2,730	....	20,173
Diplomat	931	1,084	2,400	2,836	19,565	26,398
Monaco	....	86	....	199	....	2,356
Mirada/Magnum	909	718	2,172	1,666	17,218	12,863
Dodge	603	919	1,722	2,073	12,760	18,171
Total Dodge	9,185	10,824	20,909	27,840	153,345	237,361
CHRYSLER CORP.	21,997	27,331	50,497	68,081	378,255	591,312
Pinto	3,746	6,036	11,573	14,940	94,960	127,256
Mustang	6,570	10,672	19,899	25,774	148,002	194,193
Fairmont	6,206	11,155	20,049	30,396	184,286	211,136
Club Wagon	....	1,141	....	2,928	....	26,147
Granada	2,093	4,529	7,439	10,422	48,154	90,677
LTD II	149	452	346	1,852	2,710	21,797
Thunderbird	3,282	6,595	10,152	16,882	86,811	117,142
Ford	4,389	6,981	14,961	18,635	94,892	162,018
Ford Division	26,435	47,561	84,419	121,829	659,815	950,366
Bobcat	740	1,618	2,176	4,173	18,077	30,217
Zephyr	1,946	3,318	5,574	8,309	51,191	61,821
Monarch	473	1,596	2,661	3,998	17,260	35,828
Cougar	....	90	....	233	....	3,208
XR-7	1,213	3,606	3,695	8,887	34,846	71,690
Capri	1,645	3,366	5,188	8,222	40,150	60,036
Mercury	1,335	4,238	4,449	10,279	32,118	57,803
Total Mercury	7,352	17,832	23,743	44,101	193,642	320,603
Versailles	180	613	448	1,200	3,451	8,201
Lincoln	1,348	1,576	3,069	3,388	18,210	39,031
Mark VI	1,400	1,562	3,079	3,287	21,227	29,409
Total Lincoln	2,928	3,751	6,596	7,875	42,888	76,641
L-M Division	10,280	21,583	30,339	51,976	236,530	397,244
FORD MOTOR	36,715	69,144	114,758	173,805	896,345	1,347,610
Skyhawk	103	715	287	1,880	4,681	12,159
Skylark	6,534	4,611	13,047	11,185	101,117	58,164
Century	6,308	1,236	12,540	3,525	84,983	30,264
Regal	8,185	8,887	16,752	23,064	108,745	158,720
LeSabre	3,618	4,485	7,833	11,244	54,033	80,390
Electra	2,380	2,619	4,858	5,719	33,697	48,667
Riviera	1,713	1,009	3,582	2,701	23,682	34,521
Buick Division	28,841	23,562	58,899	59,318	410,938	422,385
Seville	1,012	1,161	2,297	2,894	20,255	24,690
Cadillac	4,780	6,471	11,044	15,951	74,801	119,167
Eldorado	1,881	1,831	4,096	4,945	28,533	40,826
Cadillac Division	7,673	9,463	17,437	23,790	123,589	184,683
Chevette	12,822	14,978	27,986	36,759	230,114	241,855
Monza	6,171	5,275	13,184	13,266	88,481	95,218
Citation/Nova	15,401	13,160	33,635	29,496	234,898	160,483
Sportvan	....	1,222	....	2,719	....	20,193
Camaro	4,969	7,123	10,845	16,538	74,349	141,553
Malibu	10,670	13,444	23,345	30,736	158,784	218,263
Monte Carlo	6,251	11,412	13,453	24,662	93,575	159,460
Chevrolet	9,538	16,611	20,544	36,283	168,023	273,129
Corvette	1,417	1,294	3,104	2,872	21,655	22,328
Chevrolet Division	67,239	84,519	146,096	193,331	1,069,879	1,332,482
Starfire	135	679	258	1,888	4,825	12,692
Omega	3,829	1,870	8,099	4,851	52,481	25,835
Cutlass	8,125	2,919	17,275	7,856	124,572	58,806
Supreme	11,895	15,268	24,540	37,367	154,026	254,204
Olds 88	6,572	7,133	13,775	16,922	92,051	145,645
Olds 98	3,066	2,685	6,280	6,110	41,116	54,239
Toronado	1,586	954	3,242	2,911	22,153	31,867
Oldsmobile Division	35,208	31,508	73,469	77,905	491,224	583,288
Sunbird	5,311	3,041	11,498	8,529	76,902	58,969
Phoenix	4,007	2,671	8,910	6,880	58,265	44,235
Firebird	3,057	3,605	7,047	9,386	54,806	103,446
LeMans	2,395	3,358	5,833	8,793	46,869	72,042
Grand Prix	4,474	5,833	9,735	15,932	64,289	105,665
Pontiac	3,873	5,471	8,745	14,069	65,757	100,854
Pontiac Division	23,117	23,979	51,768	63,589	366,888	485,211
GENERAL MOTORS	162,078	173,031	347,669	417,933	2,462,518	3,008,549
VOLKSWAGEN	10,503	6,381	18,976	15,291	115,219	100,845
DOMESTIC TOTALS	236,293	280,887	542,349	688,377	3,941,574	5,134,574
IMPORT TOTAL	....	....	229,642	196,480	1,481,951	1,433,830
INDUSTRY TOTALS	....	....	771,991	884,857	5,423,525	6,568,404

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

U. S. makers build 416,986 autos for month

July production lowest in 8 years

By Michele Raquepau
Staff Writer

U. S. auto makers assembled 416,986 units in July, the lowest production for the month since the 389,040 autos built in July of 1972.

The July total was a drop of 28.85 percent from the 586,044 cars produced in July, 1979, with Volkswagen of America the only company which built more units this July than last.

VWoA assembled 20,273 autos, an increase of 80.41 percent over the 11,237 it produced in the month last year.

VWoA will close its Westmoreland plant Aug. 29 for changeover to 1981-model production and is not scheduled to resume output until Sept. 22.

American Motors' Kenosha plant, which was down for changeover much of July, assembled 3,235 cars, a decline of 60.82 percent from the 8,256 of July, 1979.

Last week, AMC resumed full production with two shifts and began output of its 1981 Eagle SX/4 and Eagle Kammenback.

Chrysler Corp. produced 28,951 autos, a slide of 51.97 percent from its 60,273 of July, 1979.

Last week, Chrysler's Jefferson, Belvidere and St. Louis points worked, and Jefferson produced 150 Plymouth Reliants and 100 Dodge Aries.

The same Chrysler plants will work this week. Newark and Lynch Rd. remain down for changeover.

- Ford Motor Co. assembled 47,340 cars in July, a fall of 62.80 percent from the 127,261 units assembled in the month last year.

Last week, Ford's Chicago, Metuchen, Wayne, Lorain and San Jose points were down. This week, Chicago, Metuchen and Lorain are scheduled to be down, and Ford has planned to resume output at San Jose and Wayne.

General Motors' July output of 317,187 was a 16.22 percent decline from the 378,615 of July, 1979.

Of the 14 GM auto assembly plants closed for changeover last week, three begin 1981-model output this week, leaving 11 plants down. Buick Flint returns to work today (Aug. 11), as does GM's Baltimore point. Willow Run begins 1981-model production this Wednesday and Tarrytown and Wilmington have weekend changeovers this Friday (Aug. 15).

Checker Motors, which was closed the entire month of July this year, built 402 units in July last year. Checker resumed full operations last Monday.

Auto production last week of 60,669 fell 9.70 percent from the 67,188 of the previous week and dropped 26.11 percent from the 82,108 of the comparable 1979 week.

The year's cumulative output of 3,928,616 is a 30.00 percent decline from the 5,612,570 assembled by this date in 1979.

July truck output off 56 pct.

Truck production in July by U. S. makers of 91,064 declined 56.87 percent from the 211,125 of the month last year.

The July total is the lowest for the month since the 89,405 of July, 1961.

Of the truck makers, only International produced substantially more trucks this July than last. The 8,017 units produced by International was a 115.11 percent jump from the 3,727 it built in July, 1979.

Chrysler Corp. assembled 3,179 trucks in the month, a drop of 63.64 percent from the 8,744 of July last year. Ford Motor Co. built 24,203 trucks in July this year, a fall of 68.21 percent from the 76,141 of last July.

Mack produced 1,568 units in July, a 30.99 percent decline from the 2,272 of July, 1979. Jeep, which was closed the entire month of July this year, assembled 1,777 units in July of 1979.

The 866 units assembled by AM General Corp. was a 29.71 percent slide from the 1,232 of the month last year. Miscellaneous trucks, which now include White, produced 3,151 trucks, a slight 0.19 percent increase over the 3,145 of July, 1979.

General Motors produced 47,200 Chevrolet and GMC trucks in July, a decline of 58.63 percent from the 114,087 it built in July, 1979.

Truck output last week of 17,673 dropped 6.23 percent from the 18,848 of the previous week and declined 45.78 percent from the 32,592 of the comparable 1979 week.

[redacted]

Car production in Canada down 5 pct. for July

Auto production by Canadian makers in July of 53,152 fell 5.03 percent from the 55,968 built in the month last year, even though two auto makers produced more units this July than last.

Chrysler Corp., which was closed the entire month of July in 1979, assembled 1,617 units in the first week of July this year and was closed for changeover the remainder of the month.

Last wek, Chrysler's Windsor assembly plant reopened and began production of the 1981 Cordoba, Mirada and Imperial.

Production of 855 units this July brought Volvo's output for the month up 25.18 percent over the 683 of July, 1979. Volvo closed last Monday (Aug. 4) for vacation and will reopen Aug. 22.

Ford Motor Co.'s 12,393 units this July was a 5.41 percent decline from the 13,102 autos it assembled in July of 1979. Ford's St. Thomas point begins output of the 1981 Fairmont and Zephyr this Tuesday (Aug. 12), and its Oakville plant begins 1981 production of full-size Fords on Aug. 18.

In mid-December, Ford's St. Thomas point will convert to production of the new Escort and Lynx, and complete production of the Fairmont and Zephyr. Output of the new models is scheduled to begin in early January of 1981.

General Motors built 38,287 units in July, down 9.24 percent from the 42,183 of July of last year. GM's Oshawa point closes Aug. 18 for changeover and is scheduled to reopen in mid-September. Its St. Therese plant is scheduled to close Aug. 24 for changeover and reopen Sept. 25.

Last week, auto output in Canada of 6,832 fell 1.20 percent from the 6,915 of the previous week, but jumped 87.28 percent from the 3,648 of the comparable 1979 week.

Truck production in Canada for July of 21,774 dropped 34.15 percent from the 33,064 built in July, 1979.

Truck production last week of 3,756 fell a slight 0.82 percent from the previous week's 3,787, but increased 18.60 percent over the 3,167 of the comparable 1979 week.

U. S. CAR PRODUCTION

	Week Ended Aug. 9, 1980	Same Week 1979	Week Ended Aug. 2, 1980	July Total	Jan. 1, to Aug. 11, 1979	Jan. 1, to Aug. 9, 1980
AMERICAN MOTORS	4,286*	5,000*	2,220*	3,235	95,325*	101,878*
Eagle				305		
Concord				27		
'78 AMX						
Pacer						
Spirit				2,903		
CHRYSLER CORP.	4,150	5,984		28,951	586,758	361,055
Plymouth Total	2,250	3,431		12,656	234,697	165,065
Horizon	2,100	3,431		10,977	103,802	95,781
Volare				894	125,439	51,740
'80 Gran Fury				489		13,311
Caravelle				296	5,456	4,083
Reliant	150					150
Chrysler Total				4,412	125,531	47,820
Chrysler				1,078	60,130	11,516
LeBaron				3,334	65,401	36,304
Dodge Total	1,900	2,553		11,883	226,530	148,170
Omni	1,800	2,553		8,912	92,945	82,862
St. Regis				640	19,519	10,724
Diplomat				1,818	30,044	17,585
Aspen				513	84,022	36,899
Aries	100					100
FORD MOTOR	13,651	31,570	7,435	47,340	1,402,055	751,427
Ford Division	8,374	22,714	4,284	32,033	923,783	551,382
Pinto		2,544		8,565	118,993	68,179
Mustang II/Mustang	3,951	6,527		8,856	245,173	149,253
Fairmont	2,793	5,551	2,563	6,465	130,195	151,639
Granada	469	3,822		1,407	101,278	49,881
LTD II					22,746	
Thunderbird		2,347		2,590	185,128	77,383
Ford	1,161	1,923	1,721	4,150	120,270	55,047
L-M Division	5,277	8,856	3,151	15,307	478,272	200,045
Mercury Total	4,056	7,753	2,448	12,765	378,922	178,574
Bobcat		706		1,577	31,936	12,445
Capri	1,504	1,285		2,569	72,372	43,395
Zephyr	1,091	1,376	1,152	2,625	42,848	49,137
Monarch		1,204		1,033	46,588	16,409
Cougar/XR7	173	451		2,005	106,005	25,930
Mercury	1,288	2,731	1,296	2,956	79,173	31,258
Lincoln Total	1,221	1,103	703	2,542	99,350	21,471
Lincoln	563	629	328	1,191	49,470	8,540
Versailles		23			9,145	1,861
Mark VI	658	451	375	1,351	40,735	11,070
GENERAL MOTORS	34,122	39,463	53,246	317,187	3,417,631	2,582,272
Buick Division	3,714	4,604	5,638	57,095	493,293	500,780
Skyhawk		558			15,344	
Skylark/'79-'80	3,714	3,288	4,046	18,939	57,992	143,178
Century		46		10,582	32,541	107,564
Regal		693	767	13,613	172,817	129,739
Buick		19	825	11,399	177,261	92,540
Riviera				2,562	37,338	27,759
Cadillac Division				14,437	241,167	124,155
Seville				2,508	30,574	21,265
Cadillac				7,244	162,929	70,266
Eldorado				4,685	47,664	33,224
Chevrolet Division	21,170	26,444	29,241	139,897	1,499,849	1,100,332
Chevette	9,300	6,268	9,350	42,085	264,100	289,501
Monza	3,050	3,201	3,837	13,303	96,626	106,392
Camaro		3,017	1,610	10,401	185,657	79,765
Nova/Citation	8,020	8,126	8,869	40,805	164,810	297,148
Malibu		3,405	3,986	21,969	265,032	167,051
Monte Carlo		1,441	796	3,925	158,865	60,609
Chevrolet				3,869	334,179	72,494
Corvette	800	986	793	3,540	30,580	27,372
Oldsmobile Division	2,164	1,804	10,981	65,809	690,604	498,760
Starfire		323			13,115	
Omega/'79-'80	2,164	1,481	3,526	10,748	27,154	77,119
Cutlass			6,258	39,216	347,163	254,744
Oldsmobile			1,197	12,400	267,298	141,781
Toronado				3,445	35,874	25,116
Pontiac Division	7,074	6,611	7,386	39,949	492,718	357,645
Acadian†	190	105	229	1,379	12,291	14,487
Sunbird	3,358	2,105	2,783	11,778	60,818	93,497
Phoenix/'79-'80	2,445	2,181	2,750	12,464	46,325	87,674
Firebird		2,220	805	6,209	136,609	51,691
LeMans	340			1,001	61,279	34,951
Grand Prix	741			2,011	64,118	36,181
Pontiac			819	5,107	111,278	39,164
VOLKSWAGEN	4,375		4,287	20,273	107,834	130,329
CHECKER	85*	91			2,967	1,655
Total Cars, N. S.	60,669	82,108	67,188	416,986	5,612,570	3,928,616

CANADIAN CAR PRODUCTION

	Week Ended Aug. 9, 1980	Same Week 1979	Week Ended Aug. 2, 1980	July Total	Jan. 1, to Aug. 11, 1979	Jan. 1, to Aug. 9, 1980
CHRYSLER CORP.	944			1,617	73,501	39,522
FORD MOTOR	4,976	3,648	5,611	12,393	194,092	156,174
GENERAL MOTORS	912		1,056	38,287	364,725	313,212
VOLVO			248	855	5,252	6,378
Total Cars, Canada	6,832	3,648	6,915	53,152	637,570	515,286
N. American Cars	67,501	85,756	74,103	470,138	6,250,140	4,443,902
N. American Trucks	21,429	35,759	22,635	112,838	2,657,431	4,753,929
North American Cars and Trucks	88,930	121,515	96,738	582,976	8,907,571	9,197,831

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 9, 1980	Same Week 1979	Week Ended Aug. 2, 1980	July Total	Jan. 1, to Aug. 11, 1979	Jan. 1, to Aug. 9, 1980
CHEVROLET	2,095	8,542	7,161	32,576	701,990	292,126
DODGE/PLYMOUTH			24	3,179	256,965	84,724
FORD	10,329	9,967	5,255	24,203	787,371	324,540
GMC	1,431	6,688	2,988	14,624	237,453	101,747
INTERNATIONAL	2,115	2,766	2,011	8,017	84,739	34,927
MACK		1,072		1,568	22,701	14,917
JEEP		2,400*			94,276*	51,105
AM CORP.	428*	457*	225*	866	15,100*	5,195*
VOLKSWAGEN	625		614	2,880		18,422
MISCELLANEOUS	650*	700	570	3,151	26,300	25,075*
Total Trucks, U. S.	17,673	32,592	18,848	91,064	2,226,895	952,778

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 9, 1980	Same Week 1979	Week Ended Aug. 2, 1980	July Total	Jan. 1, to Aug. 11, 1979	Jan. 1, to Aug. 9, 1980
CHRYSLER CORP.	1,496		1,353	212	40,108	25,047
FORD MOTOR	800	156	1,094	9,937	156,827	111,193
GENERAL MOTORS	1,080	1,511	876	10,624	183,059	150,929
AMERICAN MOTORS		1,057			35,624	11,644
INTERNATIONAL	380	378	464	847	12,665	9,797
MACK		65		154	2,253	1,417
Total Trucks, Canada	3,756	3,167	3,787	21,774	430,536	310,027
N. American Trucks	21,429	35,759	22,635	112,838	2,657,431	4,753,929

**—Revised. †—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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1.5 million on hand; 72-day supply

New-car stock reduced

By Richard A. Wright
Assistant Managing Editor

A combination of production shutdowns and marketing efforts aimed at moving out the bigger cars resulted in a hefty cut in the domestic new-car inventory during July.

The industry opened August with a 72-day supply compared with an 80-day stockpile a month earlier. A year ago, the industry had a 73½-day supply on Aug. 1.

This year's Aug. 1 stockpile totaled 1,506,681, down from 1,627,857 units on July 1. A year ago, the industry had 2,026,315 new cars in stock on Aug. 1, the most it has ever had on that date.

Obviously, much of the stock reduction in July was the result of production cutbacks. But marketing efforts to move the big cars also seem to be having an effect. In fact, supplies of standard and luxury cars were lower Aug. 1 than subcompacts, compacts and intermediates.

All the domestic makers except Volkswagen of America trimmed their inventory unit counts during July and all of them were at lower days-supply levels Aug. 1 than they were a month earlier.

General Motors had a 67-day supply Aug. 1, down from 75 days a month earlier. Stocks of X-body cars were healthy. In the case of Oldsmobile, the Omega supply was higher than that of its standard 88 and 98 models. In fact, the leanest supply of any GM car was the 39-day stock of Olds 98s.

Ford Motor Co. sliced deeply into its unit count during the month to trim its supply figure from 82 to 81 days. At Ford the pattern of large cars in shorter supply than small was even stronger, with Lincoln the leanest at 40 days.

Chrysler Corp. had a 106-day supply Aug. 1, compared with 113 days a month earlier. American Motors' stockpile of new cars dropped from 102½ to 87 days during July.

VWoA was the only maker to boost its unit count during the month as its supply continued to be relatively lean at 34½ days. Despite the unit count boost, this was down from 39 days a month earlier.

The Aug. 1 domestic new-car inventory was divided this way: GM, 59.46 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.73 percent; AMC, 2.37 percent, and VWoA, 1.68 percent.

A month earlier, the new-car

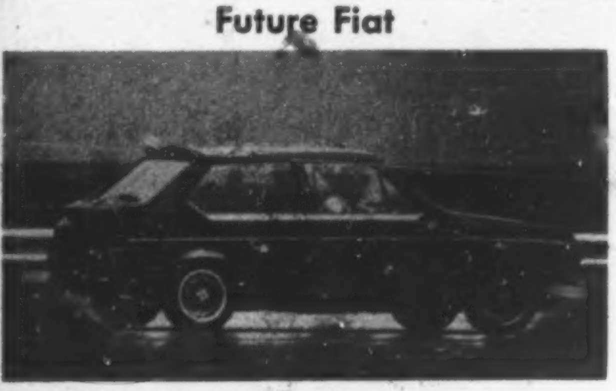
Continued on Page 49, Col. 4

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Aug. 1, 1980	July 1, 1980	Aug. 1, 1979
Spirit	95	110½	41½
Concord	81	78	58
Eagle	98	167	—
Pacer	21	83	132
AMERICAN MTRS.	87	102½	55
Horizon	94½	134	37
Volare	113½	126	103
Gran Fury	32½	73½	24
Plymouth	94	124½	76½
LeBaron	136½	133	161
Cordoba	144	148	233
Chrysler	107	99	140
Chrysler	132	129	168
Omni	92	126	36
Aspen	111	122	116
Diplomat	143½	145	186
Mirada	141½	144	178½
St. Regis	67	65	157
Dodge	106	122½	100
CHRYSLER CORP.	106	113	106
Pinto	127	81	59
Mustang	70	79	54
Fairmont	78	72	63
Granada	84	80	100
Thunderbird	88	122	115
Ford	50	68	110
Ford	84	84	81
Bobcat	126	123	56
Capri	72	77	54
Zephyr	92	98	94
Monarch	69	81	117
Cougar XR-7	86	104	135
Mercury	52	69	85
Mercury	79	89	90
Versailles	49	70	108
Lincoln	40	74	118
Mark VI	48	75	135
Lincoln	47	74	123
FORD MOTOR CO.	81	82	85
Skyhawk	64	58	41
Skylark	55	50	11
Century	64	72	75
Regal	79	118	51
LeSabre	76	86	87½
Electra	79	97	138
Riviera	66	78	48
Buick	69	84	60
Seville	94	109	107
Cadillac	56	81	88
Eldorado	64	71	51½
Cadillac	63	82	83
Chevette	71	65	25
Monza	58	64	24
Citation	47	50	21½
Camaro	76½	92	61
Malibu	85	85	69
Monte Carlo	83	108	91
Chevrolet	86½	103	127½
Corvette	55	60	45
Chevrolet	70	76	64
Starfire	51	58	22
Omega	46	54	18
Cutlass	70½	52	59
Supreme	60½	67	59
Olds 88	45	60	75
Olds 98	39	62	99
Toronado	62	68	45
Oldsmobile	57	60	61½
Sunbird	55	66	19
Phoenix	53	57	19½
Firebird	81	76	82
LeMans	89	89	90
Grand Prix	88	99	83
Pontiac	72	72	120
Pontiac	71	76	76
GENERAL MOTORS	67	75	66
VOLKSWAGEN	34½	39	16
TOTAL CARS, U.S.	72	80	73½

Future Fiat



Sportier version of Fiat Ritmo

Two more versions of the Fiat Ritmo are on tap — the Ritmo Abarth, above, and the Ritmo Super 85. The Ritmo Abarth features big front and rear spoilers, additional instrumentation and high performance.

breaking news

'81 introduction dates firmed up

DETROIT. — Domestic manufacturers have decided on dealer introduction dates for their 1981 models. The schedule looks like this: General Motors and American Motors dealers will introduce their '81 lines Sept. 25; Ford Motor Co. on Oct. 3. Chrysler Corp. has set an Oct. 2 date for the new K-cars, the Plymouth Reliant and the Dodge Aries, with the others scheduled to bow Oct. 16.

GM stretching oil-change for diesels

DETROIT.—General Motors will extend the oil-change interval required on its diesel cars and light trucks to 5,000 miles from 3,000 miles with introduction of '81 models. Improved valve train design makes the longer period possible, one oil man said.

Romanians remodel Iranian plants

TEHRAN.—Production engineers from Romanian auto plants will be in charge of remodeling the former General Motors factory of Iran National Motor.

VW plans diesel vans, wagons

WOLFSBURG, West Germany.—At the end of this year, Volkswagen will begin production of diesel-powered light vans and wagons. The engine is the 50-horsepower, 1,600-cc, four-cylinder Golf Diesel, installed transversely in the rear and tilted backward.

Import dealership total down 220 for 1st half

By Kathleen Hamilton
News Editor

The U. S. lost a total of 220 import-car dealerships during the first six months of 1980, and the massive closings of domestic-car deals were to blame.

As reported last week, 930 domestic-car deals folded during the first half—more than ever recorded during the 20 years Automotive News has been making its semiannual census.

So it comes as no surprise that many of those domestic deals took down with them their franchises for captive imports—cars built by companies owned at least in part by a U. S. firm and whose U. S. distribution is controlled by the U. S. firm.

Ford dealers handling the German - built Fiesta decreased by 277. The number of Dodge dealers handling the Mitsubishi-built Colt and Challenger fell by 169. And Plymouth dealers handling Mitsubishi's Arrow and Sapporo decreased by 125.

Offsetting those losses to some degree was Renault's phenomenal addition of 428 franchises, the result of its marketing agreement with American Motors. Renault's franchise total of 1,157 U. S. dealers broke its old franchise high of 824, set in January, 1960. (Renault is not considered a captive in this tabulation.)

- Each of the five non-captive Japanese makes expanded its network to a record number of dealerships at midyear. This is the second consecutive census in which the five set new highs.

BMW was the only other import to beat its old record; its 359 deals topped its January, 1980, record by four.

Jaguar Rover Triumph's introduction of the Rover to the U.S. market added another 108 franchises to the import total this July. Other makes to gain franchises during the first half of 1980 were Datsun, up 27; Honda, up 20; Toyota, up 17; Subaru, up 7; Lotus, up 6; BMW, up 4 as noted, and Maserati, Mazda and Peugeot, each up one.

Even the losses among the

Continued on Page 49, Col. 1

It seeks to expand dealership holdings

Hong Kong firm sells cars in U. S.

By John A. Russell
New York Staff Writer

NEW YORK.—A multimillion-dollar trading company with home offices in Hong Kong is actively looking to expand its automotive operations in the U. S.

But the movement into the U. S. auto market is taking a different tack for Dah Chong Hong Trading Corp., based in New York.

It currently controls the operations of three dealerships and, according to Sau Wing Lam, president of Dah Chong, there have been exploratory talks with both domestic and import auto makers to obtain franchises.

Dah Chong first became active on the U. S. auto scene in 1977 when it assumed the management of Gardena Honda Automobiles in Gardena, Calif. Since then, it has expanded to include Paramus (N. J.) World Motors, Inc., and Manhattan Honda early this year.

Lam would not reveal which companies Dah Chong has been in contact with, only that his company would like to expand its auto operations in the U. S.

While owning or operating several dealerships is nothing new in the U. S., it is unusual that a corporation would be involved in this business—a corporation, that is, whose sources of income are not confined to automotive areas.

To Dah Chong, this is only one aspect of its overall import/export business. Food, housing/real estate, transportation and until recently wearing apparel

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NEWSPAPER

Decline caused by closings of domestic deals with captive-import franchises

220 fewer import dealers counted

Continued from Page 1

non-captives were minor in comparison to those of the captives. Fiat and Alfa Romeo lost the most — 24 each — and TVR halted U.S. importation, for a loss of 21 franchises.

In total, there were 87 fewer import-car franchises in the U.S. on July 1 than there were on Jan. 1. But dualing was more prevalent, and fewer dealerships at midyear were carrying a single import line—as a captive or an exclusive import make, for example. So the actual number of outlets carrying imports fell by even more than the franchise decline.

- The July 1 import outlet total of 16,747 was a drop of 220 from the revised Jan. 1 total of 16,967. It was the lowest total since July, 1977.

Import-only duals were up 73 since the start of the year. British, German, Italian and Swedish non-captive imports were more likely to dual with other imports in the July 1 census.

Japanese and French non-captive imports were most frequently dualed with U.S. makes. The number of dealerships handling both domestics and non-captive imports increased by 302, to the highest level in 20 years.

Japanese makes showed the greatest increase in the number of exclusives—their 2,008 single-line outlets represented an increase of 69 in the first half. German-import exclusives increased by 9 to 498.

Biggest gainer in exclusive deals was Honda, up 42 to 275. Toyota added 12, for a midyear total of 700. Datsun added 11, for 640. VW exclusives were up 4 to 350; Subaru, up 3 to 294; Mercedes, up 3 to 71; BMW, up 2 to 77, and Mazda, up 1 to 99.

Italian makes lost the most exclusives—69—and Fiat turned in the greatest share of that loss, as its single-line total fell 58, to a total of 83.

The French auto maker Renault lost a total of 23 exclusives from the Jan. 1 estimate, again a part of its marketing link with AMC. Exclusive Swedish and British-car dealerships were each down five.

Despite the captives' losses, they maintained the most franchises. Fiesta, Colt/Challenger and Arrow/Sapporo retained the top three spots, respectively, as they have done since January, 1978.

Mitsubishi's combined network of 4,106 Dodge and Plymouth dealers falls short of the Ford Fiesta's 5,204. But the Chrysler Corp. captives still make up nearly half the U.S. dealerships handling Japanese makes.

Renault zoomed from No. 10 in franchise holdings to No. 4 this census. Big 10 was rounded out by Datsun, Toyota, VW. Honda/Mazda (tied) and Subaru, in that order.

By country of origin, Japan and West Germany retained their one-two ranks in the number of U.S. franchises.

They were followed by France, Great Britain, Italy and Sweden. At the start of the year, the order was Italy, Great Britain, France and Sweden.

Japanese makes held 41.4 percent of the U.S. import franchises; German makes, 37.5 percent; French, 7.0 percent; British, 5.6 percent; Italian, 5.0 percent; Swedish, 3.4 percent, and miscellaneous, 0.1 percent.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1980.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1968	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1979	17,114
July 1, 1979	16,772
Jan. 1, 1980	16,967
July 1, 1980	16,747

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IMPORT FRANCHISES

	July 1, 1980	Jan 1, 1980
JAPAN	8,546	8,768
Challenger/Colt	2,061	2,230
Arrow/Sapporo	2,045	2,170
Datsun	1,096	1,069
Toyota	1,079	1,062
Honda	760	740
Mazda	760	759
Subaru	745	738
WEST GERMANY	7,745	8,025
Fiesta	5,204	5,481
Volkswagen	1,015	1,015
Audi	435	436
Mercedes-Benz	406	409
BMW	359	355
Porsche	326	327
FRANCE	1,453	1,024
Renault	1,157	729
Peugeot	296	295
GREAT BRITAIN	1,154	1,092
MG	347	358
Triumph	332	342
Jaguar	260	269
Rover	108	0
Rolls-Royce	64	64
Lotus	26	20
Aston Martin	17	18
TVR	0	21
ITALY	1,034	1,096
Fiat	616	640
Alfa Romeo	205	229
Lancia	155	170
Ferrari	37	37
Maserati	21	20
SWEDEN	710	724
Volvo	406	408
Saab	304	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,667	20,754

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IMPORTED-CAR RETAIL OUTLETS

	July 1, 1980		Jan. 1, 1980	
Imported cars only				
Exclusives	2,848		2,872	
Duals	1,738		1,665	
		4,586		4,537
Import-domestic duals				
U.S. duals with captive imports	9,310		9,881	
U.S. duals with other imports	2,851		2,549	
		12,161		12,430
Total imported-car outlets		16,747		16,967

Captive import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow and Sapporo.

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PEUGEOT
#1
EASTERN ZONE
JUNE

Number One in the East

Maplewood Peugeot, Maplewood, N. J., was Number One in sales in June in Peugeot's Eastern zone. Bob Atanasov, center, owner, is congratulated by, from left: E. R. Yuneman, Peugeot Eastern zone sales supervisor; Lew Shropshire, Eastern zone manager; Richard Heicklen, Maplewood Peugeot manager, and Howard Lane, Peugeot district sales manager.

New-car inventory is sliced to 1.5 million; 72-day supply

Continued from Page 1

inventory was divided this way: GM, 58.23 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 12.80 percent; AMC, 2.77 percent, and VWoA, 1.53 percent.

- By size class, supplies in every segment were down Aug. 1 from a month earlier, but the bigger cars were down more than the small.

The industry had a 73-day supply of subcompacts, down from 76 a month earlier, and a 69-day supply of compacts, down from 74 days. The 81-day stockpile of intermediates was down from 91 on July 1.

Luxury cars were in 59½-day supply Aug. 1, down from 77 days, and standards were sufficient for 65 days, down from 79.

The Aug. 1 inventory was divided this way among the size classes: Subcompact, 20.66 percent; compact, 26.35 percent; intermediate, 33.30 percent; standard, 14.52 percent, and luxury, 5.17 percent.

- The Aug. 1 days-supply figures by market class were:

Subcompact — Rabbit, 34½; Starfire, 51; Sunbird, 55; Monza, 58; Skyhawk, 64; Chevette, 71; Omni, 92; Horizon, 94½; Spirit, 95; Bobcat, 126, and Pinto, 127.

Compact—Pacer, 21; Omega, 46; Citation, 47; Phoenix, 53; Skylark, 55; Mustang, 70; Capri, 72; Camaro, 76½; Fairmont, 78; Firebird, 81; Concord, 81; Zephyr, 92; Eagle, 98; Aspen, 111, and Volare, 113½.

Intermediate—Supreme, 60½; Century, 64; Granada, 67; Monarch, 69; Cutlass, 70½; Regal, 79; Monte Carlo, 83; Malibu, 85; Cougar XR-7, 86; Thunderbird, 88; Grand Prix, 88; LeMans, 89; LeBaron, 136½; Mirada, 141½; Diplomat, 143½, and Cordoba, 144.

Standard — Gran Fury, 32½; Olds 98, 39; Olds 88, 45; Ford, 50; Mercury, 52; St. Regis, 67; Pontiac, 72; LeSabre, 76; Electra, 79; Chevrolet, 86½, and Chrysler, 107.

Luxury—Lincoln, 40; Mark VI, 48; Versailles, 49; Corvette, 55; Cadillac, 56; Toronado, 62; Eldorado, 64; Riviera, 66, Seville, 94.

truck industry news

Total is below 20 pct. for second straight month

Sales slump eases again in July

Retail sales of new trucks of all types in the U. S. continued on the down side in July, but for the second straight month the rate of decline was lower than for any month since last September.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 233,599 units, a decline of 16.2 percent below last year's 278,685. In June, the total was off 17.4 percent from the count for June, 1979.

The July total included 26,444 non-captive imported compact pickups (Datsun, Toyota and Mazda), up 18.2 percent from the year - earlier 22,369 units.

The Motor Vehicle Manufacturers Assn. estimated that domestic dealers and factory outlets sold 207,155 units during the month, including the captive compact pickups, down 19.2 percent from last year's 256,316.

For the January-July period, total sales were estimated at 1,572,799 units, a decline of 27.3 percent from the 2,162,090 retailed in the same period in 1979.

Of the total for the seven months, 162,459 were non-captive pickups, an increase of 11.6 percent over last year's 145,509.

MVMA's preliminary report put the seven-month count, including captive imports, at 1,410,340, off 30 percent from the previous year's 2,016,581.

Sales of compact pickups in July were 19.6 percent higher than a year ago, from 40,372 to 48,282 units. It marked the first time since April that 1980 sales of the smaller vehicles had exceeded those in the comparable month in 1979.

Seven - month sales of these trucks totaled 318,030 units, an increase of 10.1 percent over the year - ago 288,765. The Ford Courier and the Chevrolet LUV compacts were the only nameplates with a lower volume this year.

The number of unsold trucks in retailers' hands on Aug. 1 was down 48.8 percent from last year, 555,208 versus 1,043,764, according to MVMA estimates. The totals were down in all three market segments.

Going into August, there were 466,139 light trucks in inventory, a decline of 50.4 percent from the year-ago 939,809. Mediums were down 30.5 percent, from 48,609 to 33,785, while the heavy-truck count was down less than 100 units, 55,284 versus 55,346 in 1979.

Big Three dealers retailed 183,272 units during the month, a decline of 22 percent from last year's 235,044. The seven-month total of 1,264,268 sales was off 32.5 percent from the 1,872,997 units retailed in the same period in 1979.

Table on Page 54

Ford regained sales leadership in July as its dealers outsold Chevrolet by almost 10,000 units. Through July 31, Ford sales totaled 495,062, compared with 485,550 for Chevrolet.

During the month, Ford dealers retailed 76,083 units, down 19.5 percent from last year's 94,-

Continued on Page 54, Col. 3

Rate of decline lowest since September, 1979

Truck sales slump eases in July

Continued from Page 8

531. The count included 6,716 Couriers, compared with 6,358 a year ago.

Ford's seven-month total was 32.2 percent under the year earlier 730,435. Through July 31, dealers had sold 46,793 Couriers, down from the 49,257 retailed in the like period a year ago.

Chevrolet dealers sold 63,125 vehicles in July, a decline of 31.7 percent from last year's 92,401. The total included 6,581 LUV compact pickups, down from last year's 7,456.

Through July, Chevrolet sales totaled 485,550 units, down 33.3 percent from the 728,145 retailed in the same period in 1979. Included were 54,302 LUVs, compared with 63,933 a year ago.

Chrysler's July sales trailed the year-earlier total by only 3.2 percent, 24,782 versus 25,603. The month's count included 4,246 Dodge D-50 compact pickups and 1,624 Plymouth Arrow compact pickups, compared with 2,912 and 1,277, respectively, last year.

- For the seven months, however, Chrysler sales were off 31.9 percent, from 236,926 in 1979 to 161,413 this year. The total included 26,634 Dodge D-50s and 12,075 Plymouth Arrows, up from last year's 20,615 and 9,451 respectively.

In July, GMC dealers retailed 19,282 units, down 14.3 percent from the year-ago 22,509. The January-July total was 31.1 percent lower than the 1979 count, from 177,491 units to 122,243.

American Motors reported that July was the best month for Jeep sales since last February. Dealers sold 7,822 of the four - wheel - drive units during the month, down 19.8 percent from last year's 9,833 but 14.3 percent higher than June's 6,894.

Over the seven - month span, Jeep dealers sold 49,444 units, a decline of 41.6 percent from the year-earlier 84,617.

Mercedes Benz of North America, the leading importer of Classes 6 and 7 mid-range diesel trucks in the U. S., said its dealers sold 336 units in July, up 9.1 percent over last year's 308. The seven-month total was up 14 percent over a year ago, 2,223 versus 1,950.

Volkswagen dealers retailed 2,671 of the Rabbit-based compact pickups during the month, and the total through July 31 climbed to 15,767.

- A record 14,365 compact pickups were sold by Toyota dealers in July, an increase of 18.8 percent over last year's 12,096, the previous high for the month. For seven months, the total was 19.5 perecnt higher than a year ago, 86,467 versus 72,382.

July also was a record month for Datsun. Dealers retailed 11,271 vehicles, an increase of 19 percent over the year-earlier 9,468. The seven-month total was up 4.1 percent, from 67,785 in 1979 to 70,546.

In July, Mazda dealers sold three more units than they did in the same month a year ago, 808 versus 805. Over the seven-month period, they retailed 5,446 units, a 2 percent increase over last year's 5,342.

Big Three July, year-to-date truck sales

	July		Year to date	
	1980	1979	1980	1979
Ford				
Vans	8,079	14,116	63,952	112,570
Club Wagon	1,909	2,928	15,569	26,147
Courier	6,716	6,358	46,793	49,257
Bronco	5,394	4,314	26,339	40,308
Conventional pickups	47,083	57,793	299,204	441,695
Mediums	5,466	6,813	33,948	45,932
Heavies	1,436	2,209	9,257	14,526
Chevrolet				
Vans	7,454	15,435	57,793	110,025
Sportvan	1,693	2,719	11,486	20,193
LUV	6,581	7,456	54,302	63,933
El Camino	3,644	5,349	25,051	30,394
Blazer	2,404	3,819	18,982	36,145
Suburban	2,544	2,929	14,910	26,754
Conventional pickups	35,978	50,455	282,866	413,255
Mediums	2,626	3,860	18,683	25,207
Heavies	201	379	1,477	2,239
Chrysler				
Vans	7,339	7,323	44,492	75,418
Voyager	749	866	4,476	6,181
Sportsman	2,239	2,730	14,509	20,173
Arrow	1,624	1,277	12,075	9,451
D-50	4,246	2,912	26,634	20,615
Trail Duster	198	251	2,292	3,275
Ramcharger	459	615	5,052	9,029
Conventional pickups	7,928	9,629	51,883	92,784
GMC				
Vans	2,114	3,348	14,604	26,275
Caballero	446	585	2,749	3,962
Jimmy	651	707	3,943	7,469
Suburban	615	570	3,073	4,955
Conventional pickups	10,023	12,804	66,245	99,487
P models	365	429	2,526	3,353
Mediums	2,724	2,372	16,164	18,292
Heavies	2,344	1,671	12,939	13,352
Motor homes	....	23	....	346

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August 18, 1980

MARKETING: '81

Chrysler cuts budget

Causes industry ad total to fall

By Joseph Bohn
Marketing Editor

Detroit's auto makers continued to advertise heavily in calendar 1979, though expenditures were not quite as high as the year before.

Chrysler's problems, which led to a sharp cutback in its budget, pulled industrywide advertising and sales promotion expenditures down 1.08 percent in 1979.

On a combined basis, General Motors, Ford Motor, Chrysler Corp. and American Motors still spent $701,007,500, down from $708,690,500 in 1978, according to Advertising Age.

GM, Ford and AMC outlays were all up. But they failed to offset the big 37.58 percent reduction in Chrysler's ad and sales promotion spending.

Chrysler's budget, however, had been unrealistically high, given its share of domestic vehicle sales. The company, for example, had accounted for 26.66 percent of the money spent out of Detroit in 1978. By trimming its budget in 1979, Chrysler still accounted for 16.84 percent of domestic expenditures and restored its budget to a more practical level.

Altogether, Chrysler spent $118,000,000 in 1979 compared with $188,900,900 a year earlier.

General Motors, by contrast, increased its expenditures to $323,395,900, according to Ad Age, up 21.42 percent from $266,346,000 the year earlier. In doing so, GM accounted for 46.13 percent of industry expenditures against 37.58 percent in 1978, when Chrysler was a more active advertiser.

Ford Motor's expenditures rose a modest 2.38 percent, obviously not enough to offset inflationary costs in media. That meant Ford was doing the same job, with relatively fewer dollars. The company spent $215,000,000, up from $210,000,000 the previous year.

It accounted for 30.67 percent of industry expenditures against 29.63 percent the year earlier.

American Motors, too, kicked up its ad and sales promotion budget last year by a modest 2.69 percent. AMC's total outlays amounted to $44,611,600 against $43,444,500 a year earlier.

It accounted for 6.36 percent of the money spent by the major domestic manufacturers against 6.13 percent in 1978.

GM's media breakdown

Of its total companywide expenditures, which include supplier divisions and all other activities, GM again spent a little over half on network TV. The network buys amounted to $117,590,700, up from $107,826,500 the previous year.

Newspapers, including efforts on behalf of dealers, grabbed a commanding $69,870,600 share of GM's budget compared with $46,702,900 a year earlier, Ad Age noted.

Magazines were close behind, garnering $67,551,000 of the company's budget compared with $56,305,300 a year earlier. Farm publications, as a separate group, added another $2,249,000, also up sharply from $1,616,400 in 1978.

Spot TV accounted for $28,310,600, up from $25,073,100.

Spot radio added $24,858,700 to GM's total budget, up from $20,202,000.

Network radio showed by far the biggest jump. GM spent $8,517,100 in network radio, up from $3,171,700 in 1978.

Finally, outdoor advertising added $4,447,800, down from $5,448,100 in 1978.

Among the six GM vehicle divisions, network TV advertising amounted to $112,246,700, up from $95,225,500 in 1978. Newspapers accounted for $68,760,700, up from $45,885,700. Magazines added $65,165,100, up from $53,933,300. Spot TV added another $28,068,100, up from $23,415,300. Spot radio accounted for $23,938,800, up from $19,455,500. Finally, outdoor added $3,520,600, down from $5,428,700.

Individually, Buick spent $48,-

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HIGHLIGHTS

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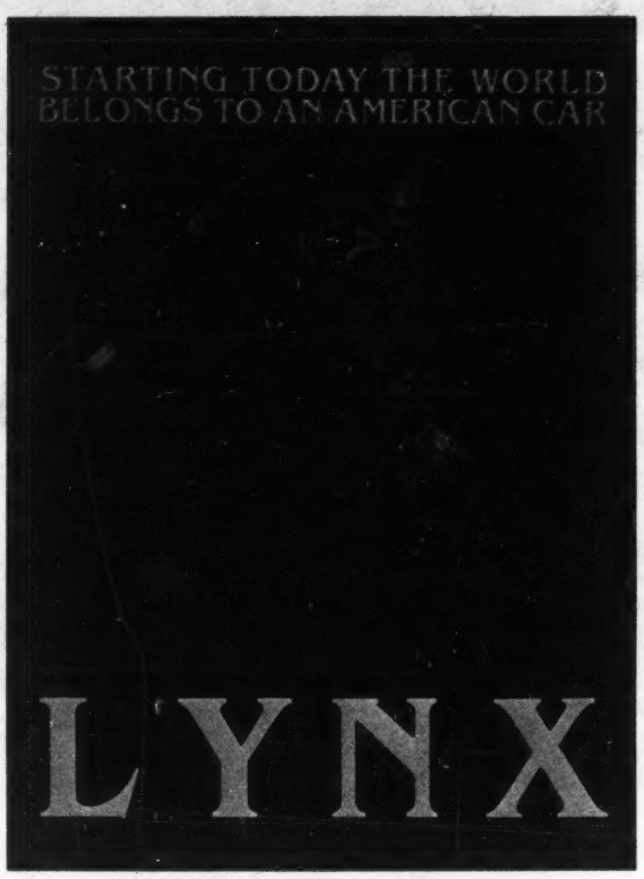


The world of Lynx

Lincoln-Mercury will run a six-page magazine spectacular on the Lynx in major news weeklies, with a newsstand date of Oct. 6. The above opening page draws attention to the overall theme, "Starting today the world belongs to Lynx." Young & Rubicam is the agency.

K-car getting one-half of fall ad budget

By Joseph Bohn
Marketing Editor

Chrysler's K-bodies, introduced to Congress last year, have probably received the strongest pre-introduction buildup of any models in recent years, including the General Motors' X-bodies.

But that isn't stopping Chrysler from taking them to the American public via a very strong ad campaign, beginning in September.

There's a pre-introductory campaign, followed by a regular introduction in October, the combined weight of which will see Chrysler put more advertising/merchandising dollars behind its '81s than last year, Jack Givens, director of sales, said.

"Just about half our fall budget is going behind the 'Ks'" said Givens. "We've got a car to launch. And what we've done is budget quarter by quarter. We husbanded money in the third quarter for the pre-launch and have gone into the fourth quarter for the regular introduction.

"If you added up the total package of launch activity, it's greater than a year ago," he said.

The key thrust in the pre-launch program is "The K-cars

Continued on Page E-20, Col. 1

Ford hopes fall ad campaign will rebuff GM's J-cars

By Joseph Bohn
Marketing Editor

General Motors has some newly styled and fuel-economy-improved models this fall which, in all the hoopla surrounding Ford Escort/Lynx and Chrysler K-cars, have been almost forgotten.

Don't think GM will let the public be unaware of them for long, however.

Even though front-and-center belongs to Chrysler and Ford this fall, GM is not going to roll over and play dead.

Chevrolet, partially in response to Ford, is putting $5 to $6 million into a massive outdoor campaign in the top 100 markets to promote, among several models, the restyled Monte Carlo.

Similarly, Oldsmobile has planned a massive two-week radio blitz on seven major networks to talk about its restyled volume leader, Cutlass, and engineering improvements like electronic engine controls and a greater variety of smaller engines in its product line.

Throughout the GM divisions, there will be a heavy barrage of TV and magazine promotion to forestall an en masse customer defection to the competition.

But, clearly, GM's big marketing story won't come until the J-cars debut in spring.

L-M magazine splash

Meanwhile, Ford Division is billing Escort as "built to take on the world," while Lincoln-Mercury is hopeful "The world belongs to an American car . . . to Lynx."

Ford Motor's two car divisions will come out loaded for bear this fall, hoping to build a momentum that will carry them into spring and past the challenge of the new J-cars.

(Ford and L-M have new sporty versions of Escort and Lynx planned to rebuff GM's spring J-car introduction.)

This fall, though, the divisions will use a barrage of magazine and TV spectaculars, network radio—even newspapers and outdoor—for their combined assault on the American public's car-consciousness.

Both Ford and L-M will use six-page magazine spectaculars (still tentative in Ford's case) in major news weeklies to herald their new import fighters.

"Starting today the world be-

Continued on Page E-26, Col. 1

Importers have record sales in 1980

But advertising expenditures rose sharply

By Joseph Bohn
Marketing Editor

Datsun is driven, Honda makes it simple and Toyota gives a great feeling of customer satisfaction.

The messages came through loud and clear, as importers chalked up their best-ever sales year in '80.

The sales didn't come cheaply, however.

In 1979, expenditures for major importers rose sharply, reflecting the higher cost of doing business for lower-than-Detroit sales volume companies.

Toyota spent some $80,256,200 on advertising in 1979, up sharply from $64,575,700 the previous year.

Spot TV for Toyota ran at $25,539,200 last year, according to Advertising Age, up from $20,195,900 the previous year.

Similarly, Toyota's network TV increased to $21,090,000 from $15,022,600 in 1978.

Magazines continued to play a big part in Toyota's activity, however, increasing to $9,817,000 from $8,943,100 in 1978, according to Ad Age.

Similarly, newspapers took a very large $8,487,500 of the importer's budget, up from $8,367,200 in 1978.

Toyota spent a respectable $3,615,600 in spot radio as well, up from $3,351,000 the previous year.

Outdoor accounted for $1,548,800, up from $1,195,900.

Network radio added yet another $658,100, with no network radio reported in the firm's 1978 media mix.

Right behind Toyota, aggressive No. 2 Datsun spent $67,682,900 in advertising, up from $61,492,200 in 1978, Ad Age noted.

A look at some of Datsun's media changes shows that network TV, for example, jumped to $20,690,900, from $19,310,900. Spot TV dropped to $12,243,300 from $13,840,600 in 1978, according to Ad Age.

Magazines up

Magazines, however, improved dramatically, with Datsun spending $8,065,700 in the medium vs. $6,350,200 the previous year.

Likewise, newspapers took a healthy $8,392,700 of the budget against $4,365,900 in 1978.

Datsun is also a pretty heavy spot radio advertiser, spending $5,697,900 in the medium versus $7,834,000 in 1978.

Volkswagen's budget, figures reveal, didn't increase substantially in 1979. Figures as reported include Porsche-Audi Division, as well as Volkswagen.

Overall, VW spent about $56,842,100 compared with $57,000,000 the previous year. Network TV took the biggest chunk of VW's budget, some $20,496,600 against $18,769,700.

Magazines loomed as the second largest category, grabbing $13,275,300, though this represented a reduction from the $16,511,200 of the previous year.

Spot TV, the third largest category, accounted for $9,380,700, down slightly from $9,976,600 in 1978.

Newspaper took a fairly healthy $2,303,500 of VW's budget, up from $2,139,700 in 1978.

Activity in other media like spot radio and outdoor was minor, with VW, like most importers, staying out of network radio altogether.

Mazda showed up in the major automotive advertisers' category, spending $35,308,400 against $20,950,000 in 1978.

Mazda's two biggest media were network TV ($13,648,000) and magazines ($9,004,600).

Mazda has been on a remarkable recovery drive since its rotary engine cars fell out of favor a few years back, and its sales have risen considerably during the '80 model year.

Honda boosted its budget sharply last year and will do so again in '81. The company picked up football sponsorship on CBS, costing it about $5.1 million, alone.

Its 1980 calendar budget is about $24.1 million (with some revisions due), including $13 million for network TV, $8.9 million for magazine, $1.6 million for production costs and a miscellany of $600,000 for such things as the Honda Civic Golf Tournament promotion.

Joseph Haight, ad manager, said a "little bit" of money was shifted from prime time TV and a little out of magazines to

Continued on Page E-24, Col. 5

1979 direct media ad expenditures by major importers

(IN THOUSANDS OF DOLLARS)

	Magazine	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	1979	1978
Toyota	9,817.0	21,090.0	25,539.2	8,487.5	658.1	3,615.6	1,548.8	9,500.0	80,256.2	64,575.7
Datsun	8,065.7	20,690.9	12,243.3	8,392.7	....	5,697.9	592.4	12,000.0	67,682.9	61,492.2
Volkswagen	13,275.3	20,496.6	9,380.7	2,303.5	....	58.0	328.0	11,000.0	56,842.1	57,000.0
Mazda	4,958.8	14,982.8	5,794.2	....	....	....	72.6	9,500.0	35,308.4	20,950.0
Honda	7,400.0	11,400.0	....	328.0	....	80.0	....	1,400.0	20,608.0	15,000.0
Fiat	3,000.0	4,000.0	5,000.0	1,250.0	....	1,250.0	....	....	14,500.0	12,000.0
Jaguar Rover Triumph	6,000.0	5,500.0	....	....	....	....	....	....	11,500.0	10,712.7
Subaru	4,000.0	5,500.0	1,800.0	....	....	....	....	....	11,300.0	10,000.0

Toyota, Datsun, Volkswagen and Mazda figures are based on Advertising Age reports. Volkswagen expenditures include Porsche-Audi.

Honda's figures are from direct company reports, and do not include motorcycle advertising which adds about $24 million more to Honda's budget.

Fiat, Jaguar Rover Triumph and Subaru figures are based on estimates from industry sources.

Detroit's ad budget down in '79

Continued from Page E-1

350,100, up from $44,252,400 the previous year.

Cadillac spent $18,035,200, up from $14,208,700.

Chevrolet spent $148,363,600 for both cars and trucks, up sharply from $116,051,100.

Oldsmobile spent $42,713,500, up from $34,090,400.

Pontiac spent $46,364,900, up from $33,544,500.

GMC spent $3,307,100, up from $3,912.3 million.

Ford's spending

On a companywide basis, Ford Motor spent $89,400,000 of its $215,000,000 total on network TV, up from $79,510,600 the previous year.

Magazines, including farm publications, added another $37,000,000 to the budget, up sharply from $25,716,600 in 1978.

Spot TV amounted to $28,600,000, down from $31,287,900.

Newspaper ads totaled $11,000,000, down from $27,209.7 million.

Spot radio totaled $9,548,000, up sharply from $6,475,000.

Total measured media for Ford Motor came to $177,000,000, against $172,038,700 in 1978.

"Unmeasured" media, accounted for another $38,000,000 in 1979.

This includes things like direct mail, shows and exhibits, catalogues etc. The outlay was up from $37,961,300 in 1978.

Strictly on a divisional basis, Ford Division car and truck advertising totaled $144,901,300, up from $142,199,200 in 1978.

Lincoln-Mercury's total was $63,208,000, almost even with $63,231,600 the previous year.

On a combined basis, Ford's two car and truck divisions spent $86,524,000 in network TV advertising, up from $75,227,000. Again, they spent $35,808,200 in magazines, up from $25,628,700. The "unmeasured" category of activity added $36,784,000, up from $37,961,300.

Spot TV added another $27,756,700 to the division's budgets, down from $31,094,600. Newspapers added another $10,622,700, down from $27,209,700 in 1978.

Spot radio cost the divisions $9,252,000 compared with $6,475,000 in 1978.

Network radio outlays totaled $1,361,300, up sharply from $530,000 in 1978.

Chrysler's outlays

Chrysler's two vehicle divisions, along with a separate corporate budget, spent $117,996,000 in advertising, down from $149,000,000 in 1978.

Dodge spent $50,746,000, down sharply from $74,600,000 the previous year.

Chrysler-Plymouth spent $57,590,000, also down sharply from $74,400,000 in 1978.

The corporate budget added another $9,660,000 in 1979, compared with zero the year earlier, according to Ad Age.

In terms of media, Chrysler's divisions, plus corporate, spent $51,174,200 in network TV, down from $59,000,000 in 1978.

Magazine advertising was $24,609,000, down from $37,000,000 the year earlier.

Spot TV ads totaled $17,249,000, down from $34,100,000 the previous year.

Spot radio accounted for $10,349,400, up sharply from $1,400,000 in 1978.

Newspapers accounted for $8,279,000, up sharply from $4,000,000.

Network radio accounted for $3,334,100, up from $1,400,000.

"Unmeasured" media advertising added $3,001,500 (all of it for dealer associations) compared with the previous year's $11,600,000 in unmeasured media.

AMC media detailed

Of American Motors' total $44,611,600 budget, nearly half was spent on spot TV in 1979. AMC spent $21,600,000 in the media, up from $11,253,900 in the previous year.

AMC also spent $15,900,000 in network TV, down from $17,932,500 in 1978.

Magazines accounted for $5,300,000, down slightly from $5,814,600.

Newspapers accounted for $1,550,000, down sharply from $7,666,900.

Outdoor accounted for $161,600, up from $18,500.

And spot radio accounted for $100,000, down sharply from $758,100.

FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured†	1979 Total	1978 Total
Buick	12,856.2	9,149.1	20,538.0	3,305.8	1,121.2	944.6	435.2	....	48,350.1	44,252.4
Cadillac	4,968.8	4,948.2	1,911.6	4,452.1	1,406.5	348.0	....	....	18,035.2	14,208.7
Chev. Car & Truck	27,179.7	28,079.0	61,269.1	7,418.0	1,646.5	19,362.1	2,909.2	....	148,363.6	116,051.1
Oldsmobile	13,205.5	10,752.3	12,027.7	4,568.3	619.1	1,441.8	98.8	....	42,713.5	34,090.4
Pontiac	10,271.0	10,102.6	16,500.3	8,277.9	74.2	1,068.9	70.0	....	46,364.9	33,544.5
GMC	279.5	2,133.9	....	46.0	566.9	273.4	7.4	....	3,307.1	3,912.3
TOTAL GM*	68,760.7	65,165.1	112,246.7	28,068.1	5,434.4	23,938.8	3,520.6	....	307,134.4	246,059.4
Ford Car & Truck	7,396.7	24,933.2	60,245.4	19,326.7	945.3	6,442.0	....	25,612.0	144,901.3	142,199.2
Lincoln-Mercury	3,226.0	10,875.0	26,279.0	8,430.0	416.0	2,810.0	....	11,172.0	63,208.0	63,231.6
TOTAL FORD**	10,622.7	35,808.2	86,524.4	27,756.7	1,361.3	9,252.0	....	36,784.0	208,109.3	205,430.8
Chrysler-Plymouth	4,032.0	11,985.0	24,922.0	8,400.0	1,624.0	3,040.0	....	1,587.0	57,590.0	74,400.0
Dodge Car & Truck	3,552.0	10,557.0	21,954.0	7,400.0	1,430.0	4,440.0	....	1,413.0	50,746.0	74,600.0
Corporate	695.0	2,067.0	4,298.0	1,449.0	280.1	869.4	....	1.5	9,660.0	....
TOTAL CHRYSLER	8,279.0	24,609.0	51,174.0	17,249.0	3,334.1	10,349.4	....	3,001.5	117,996.0	149,000.0
AMC	1,550.0	5,300.0	15,900.0	21,600.0	....	100.0	161.6	....	44,611.6	43,445.0
INDUSTRY TOTAL	89,212.4	130,882.3	265,845.1	94,673.8	10,129.8	43,640.2	3,682.2	39,785.5	677,851.3	643,935.2

*—GM total expenditures in 1977 were $323,395,900, according to Advertising Age, up 19 percent from $266,346,000 the previous year. However, these included non-automotive expenditures.

**—Ford Motor's total expenditures were $215,000,000 in 1979, up from $210,000,000 the previous year. Again, non-automotive is included in that figure.

†—"Unmeasured" includes dealer association funds for Ford and Lincoln-Mercury, as well as other expenditures like sales promotion. In the case of Chrysler-Plymouth and Dodge, "unmeasured" refers solely to dealer association funds.

Ad budget up for importers

Continued from Page E-5

cover the costs of its NFL CBS package.

New advertiser

One of next year's first-time big advertisers among imports will be American Isuzu Motors, debuting its cars next March. The company has budgeted about $15 million initially for advertising and sales promotion.

Fiat, Jaguar-Rover Triumph and Subaru continue to advertise at a healthy clip, though their expenditures don't approach what the larger importers spend.

Still, relative to their sales, they spend more on a per-unit basis to move their merchandise, lacking even the economy of scale that a company like Honda, for example, enjoys.

U.S. automotive chemical aftermarket sales

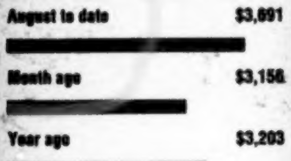
(MILLION DOLLARS)

	1963	1979	1990
Auto registrations (mil)	69.0	121.5	155.0
$/Auto	10.87	23.83	42.84
Auto chemical sales	749.9	2895.9	6640
Oils, greases, fluids	290.6	1011.9	1765
Additives (fuel, oil, transmission)	31.7	224.1	695
Radiator chemicals	141.2	542.5	1215
Maintenance chemicals	102.6	414.6	1230
Paint, coatings, adhesives, sealants	150.7	563.0	1385
Appearance chemicals	33.1	139.8	350
%DIY consumption	31.2	44.6	53.0

Source: Predicasts Research Group.

Used car sales

Auction averages



Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,125	$5,662	$5,621
1979	4,903	4,900	4,650
1978	3,788	3,631	3,501
1977	3,220	3,046	2,981
1976	2,531	2,214	2,328
1975	1,805	1,711	1,772
1974	1,341	1,240	1,343
1973	899	968	1,084
Overall Average	$3,691	$3,289	$3,349

But year's total is 29 pct. below 1979

U. S. car production rises for week

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 68,004 increased 10.93 percent over the 61,302 assembled in the previous week.

However, last week's total was 10.56 percent below the 76,030 units built in the comparable 1979 week.

As the 1980 model year draws to a close, the year's cumulative output of 3,997,253 is a 29.76 percent drop from the 5,690,853 cars produced by this date in 1979.

American Motors assembled 4,286 autos last week, including production of its two new '81 Eagle models. AMC has 2.66 percent of year-to-date output.

Chrysler Corp., which built 500 of its new K-cars last week, produced 7,950 total units. Chrysler has 9.27 percent of the year's total.

Last week, Chrysler's Newark and Lynch Rd. points were down for model changeover. This week, only Lynch Rd. will be down. Newark is scheduled to begin production of the 1981-model Dodge Aries and Plymouth Reliant today (Aug. 18).

Ford Motor Co. produced 16,238 cars last week, including 435 Escort models and 141 Lynx units. Ford has 19.20 percent of year-to-date production.

Last week, Ford's Lorain, Chicago and Metuchen auto assembly plants were down, and Metuchen and Chicago are scheduled to remain closed this week for model changeover. Kansas City and San Jose will also be down this week.

General Motors built 35,070 autos last week and has 65.46 percent of the year's total.

This week, GM will have seven plants down for model changeover, and its St. Louis and Lakewood assembly plants will have weekend changeovers this Friday (Aug. 22).

GM's Detroit and Van Nuys points are scheduled to begin 1981-model output today (Aug. 18), and Linden is scheduled to begin production Tuesday.

Volkswagen of America assembled 4,375 cars last week, and has 3.37 percent of year-to-date production.

VWoA will close its Westmoreland point Aug. 29 for changeover and is not scheduled to resume production until Sept. 22.

Checker Motors, which resumed production two weeks ago after being closed for the month of July, has 0.04 percent of total production.

BEST COPY AVAILABLE

Truck production tops week ago and year ago

Truck production last week by U.S. makers of 21,864 rose 24.87 percent over the 17,509 of the previous week, and increased 12.83 percent over the 19,377 of the comparable 1979 week.

Of the General Motors plants which assemble Chevrolet products, only Chevrolet Detroit and Lordstown worked last week, assemblying 1,920 units. Chevrolet has 30.18 percent of year-to-date output.

All other Chevrolet-GMC truck assembly plants are scheduled to begin 1981-model production this week, and GMC in Pontiac will have a weekend changeover beginning this Friday. GMC has 10.59 percent of the year's total.

Ford Motor Co. has seven truck assembly plants scheduled to begin 1981-model output today (Aug. 18). Ford built 13,799 units last week and has 34.72 percent of year-to-date production.

Chrysler Corp.'s Warren truck plant assembled 150 units last week and is scheduled to work this week. Chrysler has 8.72 percent of the year's total.

American Motors' Jeep plant went back to work last week and assembled 190 units. Jeep has 5.26 percent of year-to-date output.

Mack, which was closed for vacation the week ended Aug. 9, returned to work last week and produced 500 units. Mack has 1.58 percent of the year's total.

The breakdown for the other truck makers is: International, 3.79 percent; AM Corp, 0.58 percent; miscellaneous, 2.63 percent, and Volkswagen of America, 1.95 percent.

Car, truck output in Canada trails week-ago totals

Both car and truck production by Canadian makers declined last week from the previous week.

Auto production last week of 5,938 fell 28.05 percent from the previous week's 8,253, but increased 38.67 percent from the 4,282 assembled in the comparable 1979 week.

Year-to-date car output of 552,645 is a drop of 18.87 percent from the 644,180 built by this date in 1979.

Production of 5,545 trucks in Canada last week was a decline of 2.65 percent from the previous week's output of 5,696 and was 13.45 percent below the 6,407 produced in the comparable 1979 week.

Year-to-date truck assembly of 317,512 is a 27.27 decline from the 436,547 built by this time in 1979.

American Motors' Brampton point is closed for conversion to production of Eagle and Concord models. Brampton is tentatively scheduled to begin auto production the first week of November.

Volvo has been down for vacation since Aug. 4, and is scheduled to resume full production Aug. 22. Volvo does not change over to 1981 model output until mid-September.

General Motors' Oshawa and St. Therese auto assembly plants have been down for 1981 model changeover since July 24. Line No. 1 at Oshawa is scheduled to begin 1981 model production today (Aug. 18), and line No. 2 will begin output Sept. 1. St. Therese will be closed until Sept. 25.

Weekly GM production figures can be accounted for as CKD units.

GM's Oshawa truck point and its Scarborough van plant began 1981-model output last Monday (Aug. 11).

All Chrysler Corp. assembly plants are scheduled to work this week as are all Ford Motor Co. points.

U. S. CAR PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
AMERICAN MOTORS	4,286*	5,000*	4,286*	9,016	100,325*	106,164*
Eagle	......	......	......	......	......	......
Concord	......	......	......	......	......	......
'78 AMX	......	......	......	......	......	......
Pacer	......	......	......	......	......	......
Spirit	......	......	......	......	......	......
CHRYSLER CORP.	7,950	7,155	5,510	13,460	596,482	370,365
Plymouth Total	3,450	3,781	2,683	6,133	239,828	168,948
Horizon	3,100	3,357	2,571	5,671	107,873	99,352
Volare	......	405	......	......	126,439	51,740
'80 Gran Fury	......	......	......	......	......	13,311
Caravelle	100	19	20	120	5,516	4,203
Reliant	250	......	92	342	......	342
Chrysler Total	1,100	184	525	1,625	126,041	49,445
Chrysler	......	1	......	......	60,130	11,516
LeBaron	1,100	183	525	1,625	65,911	37,929
Dodge Total	3,400	3,190	2,302	5,702	230,613	151,972
Omni	2,600	2,643	2,079	4,679	96,028	85,741
St. Regis	......	......	......	......	19,519	10,724
Diplomat	550	139	171	721	30,324	18,306
Aspen	......	408	......	......	84,742	36,899
Aries	250	......	52	302	......	302
FORD MOTOR	16,238	31,746	13,657	31,382	1,430,025	767,671
Ford Division	10,629	24,059	8,077	19,563	946,590	561,714
Pinto	......	3,285	......	......	121,795	68,179
Mustang II/Mustang	5,036	5,209	3,682	8,718	250,291	154,020
Fairmont	2,737	4,910	2,863	6,113	135,146	154,446
Granada	741	4,172	605	1,346	105,461	50,758
LTD II	......	......	......	......	22,746	......
Thunderbird	......	2,789	......	......	187,394	77,383
Ford	1,680	3,694	927	2,951	123,757	56,493
Escort	435	......	......	435	......	435
L-M Division	5,609	7,687	5,580	11,819	483,435	205,957
Mercury Total	4,295	5,514	4,522	9,306	382,564	183,335
Bobcat	......	742	......	......	32,701	12,445
Capri	1,541	1,650	1,830	3,371	72,789	45,262
Zephyr	1,103	882	1,083	2,416	43,692	50,232
Monarch	......	1,168	......	......	47,787	16,409
Cougar/XR7	222	1,072	309	531	106,443	26,288
Mercury	1,288	......	1,300	2,847	79,152	32,558
Lynx	141	......	......	141	......	141
Lincoln Total	1,314	2,173	1,058	2,513	100,871	22,622
Lincoln	598	1,031	487	1,151	50,327	9,062
Versailles	......	280	......	......	9,255	1,861
Mark VI	716	862	571	1,362	41,289	11,699
GENERAL MOTORS	35,070	28,883	33,524	79,243	3,450,029	2,616,744
Buick Division	5,628	5,905	3,477	10,233	499,980	506,171
Skyhawk	......	186	......	......	15,919	......
Skylark/'79-'80	2,094	2,812	3,477	6,380	60,866	145,035
Century	1,179	273	......	1,179	33,361	108,743
Regal	1,441	2,634	......	1,595	175,216	131,180
Buick	914	......	......	1,079	177,280	93,454
Riviera	......	......	......	......	37,338	27,759
Cadillac Division	......	......	......	......	241,167	124,755
Seville	......	......	......	......	30,574	21,265
Cadillac	......	......	......	......	162,929	70,266
Eldorado	......	......	......	......	47,664	33,224
Chevrolet Division	18,520	16,838	21,907	46,275	1,515,663	1,119,580
Chevette	9,090	......	9,251	20,211	263,773	298,542
Monza	3,050	3,240	3,110	6,927	99,912	109,502
Camaro	......	......	......	322	185,624	79,765
Nova/Citation	5,580	7,918	8,766	16,120	171,911	303,474
Malibu	......	3,281	......	797	268,447	167,051
Monte Carlo	......	1,418	......	159	160,251	60,609
Chevrolet	......	......	......	......	334,179	72,494
Corvette	800	981	780	1,739	31,566	28,152
Oldsmobile Division	1,750	2,075	1,201	5,147	692,173	499,547
Starfire	......	433	......	......	13,449	......
Omega/'79-'80	......	1,642	1,201	1,906	28,389	76,156
Cutlass	1,170	......	......	2,962	347,163	256,454
Oldsmobile	40	......	......	279	267,298	141,821
Toronado	......	......	......	......	35,874	25,116
Pontiac Division	9,172	4,065	6,939	17,588	501,046	366,682
Acadian†	190	......	188	424	12,186	14,675
Sunbird	3,350	2,065	3,321	7,227	65,113	96,810
Phoenix/'79-'80	2,339	2,000	2,754	5,643	48,243	90,322
Firebird	......	......	......	161	138,829	51,691
LeMans	1,068	......	193	1,261	61,279	35,872
Grand Prix	2,225	......	483	2,708	64,118	38,148
Pontiac	......	......	......	164	111,278	39,164
VOLKSWAGEN	4,375	3,157	4,239	9,472	110,934	134,568
CHECKER	85*	89	86	171	3,058	1,741
Total Cars, N. S.	68,004	76,030	61,302	142,744	5,690,853	3,997,253

CANADIAN CAR PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
CHRYSLER CORP.	1,600	74	873	2,473	73,646	41,051
FORD MOTOR	3,426	4,208	5,460	10,008	200,173	160,084
GENERAL MOTORS	912	......	1,920	3,043	365,109	315,132
VOLVO	......	......	......	50	5,252	6,378
Total Cars, Canada	5,938	4,282	8,253	15,574	644,180	522,645
N. American Cars	73,942	80,312	69,555	158,318	6,335,033	4,519,898
N. American Trucks	27,409	25,784	23,205	55,142	2,678,137	1,291,990
North American Cars and Trucks	101,351	106,096	92,760	213,460	9,013,170	5,811,888

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
CHEVROLET	1,920	4,105	2,103	5,455	703,907	294,054
DODGE/PLYMOUTH	150	1,272	72	227	256,265	84,946
FORD	13,799	4,817	10,305	25,155	791,893	338,315
GMC	1,487	2,047	1,356	3,441	239,014	103,159
INTERNATIONAL	2,115	2,818	2,047	4,564	87,505	36,974
MACK	500	761	......	500	23,773	15,417
JEEP	190*	2,400*	......	190*	96,676	51,295*
AM CORP.	428*	457*	428*	901*	15,557	5,623
VOLKSWAGEN	625	......	598	1,346	......	19,020
MISCELLANEOUS	650*	700	600	1,364	27,000	25,675
Total Trucks, U. S.	21,864	19,377	17,509	43,143	2,241,590	974,478

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 16, 1980	Same Week 1979	Week Ended Aug. 9, 1980	August to Date	Jan. 1, to Aug. 18, 1979	Jan. 1, to Aug. 16, 1980
CHRYSLER CORP.	1,600	......	1,490	3,361	40,108	26,641
FORD MOTOR	800	1,134	1,787	2,806	157,668	112,980
GENERAL MOTORS	2,630	3,722	2,052	4,857	186,556	154,531
AMERICAN MOTORS	......	1,060	......	......	36,681	11,644
INTERNATIONAL	475	471	367	935	13,136	10,259
MACK	40	20	......	40	2,398	1,457
Total Trucks, Canada.	5,545	6,407	5,696	11,999	436,547	317,512
N. American Trucks	27,409	25,784	23,205	55,142	2,678,137	1,291,990

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

12/28/80
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Automotive News

Detroit, August 25, 1980

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Sales per dealer plummet for domestics in 1st half

By Jenny L. King
Staff Writer

Unit sales per new-car dealer for the first six months of 1980 fell dramatically from year-ago averages, reflecting the loss of some 930 dealerships since Jan. 1 and the staggering 24.25-percent drop in domestic new-car sales during the first half of the calendar year.

Three of the four major U. S. auto makers slipped in the average number of sales per franchised dealer for January through June when compared with their 1979 levels. Only the smallest, American Motors, came out slightly ahead.

The overall average for a new-car outlet was 140 units, down from 177 units a year ago and 196 two years ago. At the corporate level, General Motors dropped to 187 sales per dealer from 224. Ford Motor Co. averaged 123, down from 176 in 1979.

Chysler Corp. dealers sold an average of 78 domestic new cars during the first six months, down from 110. American Motors, with its first-half sales up and its dealer population down by only six, increased its average to 46 sales per outlet, up from 44 in 1979.

As in the first half of 1979, there were no records for any of the 12 U. S. makes this year. Of them, Chevrolet again was the sales-per-dealer leader, for the 21st straight year, with a 159 average. That figure was down from 192 a year ago.

Oldsmobile held on to second place with 127 sales per dealer, down from 152 in 1979. Buick edged out Ford for third place with a 116 average. Ford slipped to fourth with its 107 average, down from 149 a year ago.

Pontiac at 99 was fifth, Cadillac was sixth with 66 sales per dealer, and Mercury's 59 average was seventh best. Dodge remained in eighth place with 52, while AMC took over ninth from Plymouth. The AMC average was 46, Plymouth's was down to 45 from 64. Chrysler scooped eleventh place from Lincoln. The Chrysler average was 26, Lincoln's was 23.

Standard Cadillac and Oldsmobile Cutlass Supreme tied for best-selling nameplates in terms of sales per outlet, each with a 39-unit average. One year ago the Cutlass Supreme was far out in front with its 65 average.

Following the Cadillac-Cutlass Supreme was another tie, Chevrolet Chevette and Chevrolet Citation, with 35 sales per dealer each. Full-size Oldsmobile (combined 98 and 88 models) was next with 34, followed by Oldsmobile Cutlass at 33, Ford Fairmont at 31, Buick Regal at 30 and Buick Skylark at 29.

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Chrysler pace-setter

Luxury Imperial for '81

The Imperial is the epitome of luxury, convenience and prestige appeal among the Chrysler Corp. cars entered in the 1981 sales derby. There will be a limited number built and an extended warranty—24 months or 30,000 miles—is a feature of the new car. Story on Page 45.

AMC'S baby Eagle

4WD line expanded for '81

This '81 American Motors Eagle Kammback two-door sedan bears a strong family resemblance to the Spirit, although it is a full-time four-wheel-drive automobile, like the larger Eagle which debuted one year ago. Story, other pictures are on Page 32.

Fiat Strada, Chevrolet Chevette only cars to pass latest 35-MPH check

Imports fare poorly in crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The government's latest 35-MPH barrier crash tests of one domestic and 11 foreign 1980 models showed dummies in only two cars as "surviving."

They were the Chevrolet Chevette with passive belts and the Fiat Strada.

All 1980 Japanese cars (Honda Civic, Toyota Corolla Tercel, Datsun 310, Subaru GLF, Honda Prelude, Toyota Corolla, Mazda 626 and Datsun 200 SX) and two German makes (Audi 4000 and VW Rabbit convertible with manual belt) failed.

In addition, NHTSA crashed a 1980 Ford Mustang and Toyota Celica head on, each moving at 35 MPH. The belted dummies in the Mustang passed the survivability test and the belted dummies in the Celica did not.

It was clearly a bad day for the imports, especially the Japanese.

The tests were not compliance tests since the standard calls only for 30 MPH and testing at 35 MPH means crash forces are 37 percent higher.

Testing was done dynamically for the restraint systems—using criteria of the passive restraint standard, which is not yet in effect. (Whether it becomes effective for large cars in 1982 models or for small cars in 1983 models depends on Congress.)

NHTSA head Joan Claybrook said she was "disappointed" in the results and added that she would certainly want to buy something that passed. The tests show, she continued, that there are major differences in cars and some are designed to meet the standard "and not much more." On the other hand, she felt that

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breaking news

St. Louis to build '82 Chrysler K-car spin off

ST. LOUIS. — Chrysler Corp. will end production of LeBaron/Diplomat here at the end of the '81 model run to make room for a Chrysler version of the K-car sedan for the '82 model year.

AMC ups ad budget by 15 percent

TROY, Mich.—American Motors kicked up its advertising budget by 15 percent for the fall, according to officials. Based on previous and currently projected increases, AMC's expenditures should be close to $50 million for calendar 1980, up from $44,611,000 posted last year.

Honda plans twin-cam V-6 for '83 Accord

TOKYO.—Honda is said to be developing an 80-degree V-6 displacing about 2 liters for use in the all-new Accord that will be built in the U. S., beginning in late 1982. The new V-6

SEE BREAKING NEWS Page 50, Col. 4

Pontiac plans to abandon big-car market for '82

By Robert W. Irvin
Editor-at-Large

In a dramatic product move, Pontiac Motor Division will get out of the big-car market in 1982.

This represents a major marketing shift because Pontiac has always been known as a "big-car" division at General Motors. It has formed one part of the Buick-Olds-Pontiac (BOP) team with which GM has long dominated the medium-priced market.

However, these market distinctions have become blurred in recent years as all the divisions, including Cadillac, began selling smaller cars.

But, in terms of price, Chevrolet still offers the lowest priced GM car and Cadillac the most expensive.

The strategy involving Pontiac came to light as tooling orders went out for GM's 1982-83 models.

Independent automotive suppliers say there are no tooling orders for the grille of a 1982 full-size Pontiac.

Auto companies usually make at least minor changes to the grilles every year and there *are* grille orders for the regular-size Chevrolet, Oldsmobile, Buick and Cadillac models in 1982.

Another tipoff came with early plans for the next downsizing of GM's standard-size cars in 1983.

Trade sources say there is no Pontiac version of the new standard GM car due to be introduced in the fall of 1982.

However, Pontiac is not going to drop the Bonneville name now used for its full-size car. Instead, in 1982 the Bonneville will be applied to the intermediate size Pontiac car.

Sources said the 1981 Bonneville will be the last of the full-size Pontiacs.

All this involves the various GM car bodies and which divisions get which bodies.

The standard-size GM car is built from what is called the B-body, used for the Chevrolet Impala - Caprice, Pontiac Catalina-Bonneville, Buick LeSabre and Olds 88. Another version a few inches longer is called GM's C-body and is used for the Buick Electra, Oldsmobile 98 and Cadillac deVille.

These cars — long the bread-and-butter lines of GM — are now frame/body construction with rear-wheel drive. But for the 1983 model year they will be changed to unit body construction with front-wheel drive.

This is the same construction and power train now used for the GM compact X-body cars like the Pontiac Phoenix. It will also be used on the 1982 GM A-body models like the Chevrolet Malibu.

The new 1982 A-body will have the same 105-inch wheelbase as the present X-body. The new 1983 B-body will be only 3 inches longer, with a 108-inch wheelbase. The C-body may no longer be a stretched B-body and may stay on the same 108-inch wheelbase, or the Caddy version may be 110.

Thus, all the major GM pas-

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SALES BY NAMEPLATE

PER U. S. OUTLET

U. S. new-car sales by market class.

Subcompact

First 6 mos., 1980	Make	First 6 mos., 1979
1—35	Chevette	35— 1
2—25	Horizon	31— 2
3—22	Omni	28— 3
4—21	Sunbird	16— 5
5—17	Spirit	15— 6
6—16	Pinto	20— 4
7—13	Monza	14— 7
8— 6	Bobcat	9— 8
9— 1	Skyhawk	3— 9
9— 1	Starfire	3— 9

Compact

First 6 mos., 1980	Make	First 6 mos., 1979
1—35	Citation	22— 6
2—31	Fairmont	33— 1
3—29	Skylark	15—11
4—24	Mustang	30— 2
5—21	Concord	26— 5
6—17	Volare	30— 2
7—16	Zephyr	18— 9
8—15	Firebird	29— 4
8—15	Phoenix	12—13
10—13	Omega	6—15
10—13	Aspen	22— 6
12—12	Capri	17—10
13—11	Camaro	21— 8
14— 8	Eagle	†
15— 1	Pacer	3—16

Intermediate

First 6 mos., 1980	Make	First 6 mos., 1979
1—39	Cutlass Supreme	65— 1
2—33	Cutlass	15— 9
3—30	Regal	44— 2
4—24	Century	9—11
5—23	Malibu	32— 3
6—17	Grand Prix	28— 4
7—14	Monte Carlo	23— 5
7—14	Thunderbird	18— 8
9—13	LeMans	20— 7
10—11	XR-7	21— 6
10—11	LeBaron	15— 9
12— 8	Cordoba	7—13
12— 8	Granada	††
14— 7	Diplomat	8—12
15— 6	Mirada	4—14
16— 5	Monarch	††
*	LTD II	4—14

Standard

First 6 mos., 1980	Make	First 6 mos., 1979
1—34	Oldsmobile	53— 1
2—25	Chevrolet	40— 2
2—25	Buick	37— 3
4—18	Pontiac	27— 4
5—15	Ford	26— 5
6—10	Mercury	16— 6
7— 6	Chrysler	14— 7
8— 4	St. Regis	6— 8
9— 3	Gran Fury	†

Luxury

First 6 mos., 1980	Make	First 6 mos., 1979
1—39	Cadillac	63— 1
2—23	Lincoln	22— 2
3—15	Eldorado	22— 2
4—12	Mark VI	16— 4
5—11	Seville	13— 5
6—10	Versailles	4— 8
7— 7	Riviera	10— 6
8— 6	Toronado	9— 7
9— 3	Corvette	3— 9

*—Less than 1 per dealer: Closeout of 1979 line.
†—New in 1980.
††—Granada and Monarch were classified as Compacts a year ago.

SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise.

First 6 mos., 1980	Make	First 6 mos., 1979
1—159	Chevrolet	192— 1
2—127	Oldsmobile	152— 2
3—116	Buick	119— 5
4—107	Ford	149— 3
5— 99	Pontiac	130— 4
6— 66	Cadillac	99— 6
7— 59	Mercury	93— 7
8— 52	Dodge	75— 8
9— 46	American Motors	44—10
10— 45	Plymouth	64— 9
11— 26	Chrysler	36—12
12— 23	Lincoln	42—11

U. S. sales per dealer plunge in first half

Continued from Page 1

Last of the best was a three-way tie: Plymouth Horizon, standard Chevrolet (Caprice and Impala) and standard Buick (Electra and LeSabre), each with a 25 average.

The 1979 first-half best selling nameplates in terms of sales per outlet were: Oldsmobile Cutlass Supreme, standard Cadillac, standard Oldsmobile, Buick Regal, standard Chevrolet, standard Buick, Chevrolet Chevette, Ford Fairmont, Chevrolet Malibu and Plymouth Horizon.

Nameplate leaders by market segment were Chevrolet Chevette (subcompact), 35; Chevrolet Citation (compact), 35; Oldsmobile Cutlass Supreme (intermediate), 39; full-size Oldsmobile (standard), 34, and standard Cadillac (luxury), 39.

Market segment leaders a year ago were Chevrolet Chevette in the subcompact class, Ford Fairmont in compact, Oldsmobile Cutlass Supreme in intermediate, full-size Oldsmobile in standard and Cadillac in luxury.

Best-selling nameplates by make were as follows: Chevette and Citation (Chevrolet); Cutlass Supreme (Oldsmobile); Regal (Buick); Fairmont (Ford); Sunbird (Pontiac); Cadillac (Cadillac); Zephyr (Mercury); Omni (Dodge); Concord (AMC); Horizon (Plymouth); LeBaron (Chrysler), and Lincoln (Lincoln).

SALES PER OUTLET BY MAKE

First-half sales per U.S. new-car franchise

	1980	1979	1978	1977	1976	1975	1974	1973	1972
Chevrolet	159	192	199	190	175	139	176	218	174
Oldsmobile	127	152	155	164	143	86	77	131	103
Buick	116	119	125	125	126	77	69	124	94
Ford	107	149	178	172	161	128	169	207	169
Pontiac	99	130	141	137	118	73	78	129	103
Cadillac	66	99	108	103	101	72	62	87	73
Mercury	59	93	106	89	74	51	60	77	64
Dodge	52	75	86	85	90	57	86	104	82
AMC	46	44	59	61	76	90	106	107	70
Plymouth	45	64	77	82	97	64	101	121	92
Chrysler	26	36	45	46	44	31	16	28	23
Lincoln	23	42	54	56	38	25	24	38	26

1973-1980 figures are based on retail sales. Earlier figures are based on R. L. Polk registrations.

truck industry news

Registrations down 26 pct. in first half; all markets weaker

First-half registrations of new trucks of all types in the U. S. declined sharply from a year ago, with significant downturns in two of the three market segments and losses in seven of the eight weight classifications.

In the first six months, according to R. L. Polk & Co. statistics, there were 1,302,202 new-truck registrations, a decline of 26.6 percent from the year-ago 1,774,709 and 30.2 percent below the all - time first-half high of 1,866,659 units set in 1978.

The total for June was down 23.9 percent from last year, 210,673 units versus 276,894.

Through June, registrations of light trucks totaled 1,171,995 units, 26.5 percent below last year's 1,593,542. Medium trucks suffered the biggest losses—30,238 tallies versus 74,488, a decline of 59.4 percent. Heavies were off 6.3 percent, from a record 106,679 a year ago to 99,969.

All three light-truck groups were down from a year ago in the first half. Group 1, with a big assist from the growth in demand for the compact pickup trucks, was down only 9.1 percent, from 636,248 a year ago to 578,184.

Group 2 registrations were 36.6 percent below last year's count, dropping from 930,036 to 590,101. The Group 3 total sagged 86.4 percent, from 27,258 a year ago to only 3,710 units this year.

From a percentage standpoint, Group 4 was the biggest loser in the first six months. Registrations were down 96.5 percent, from 4,330 in 1979 to a mere 150 units this year.

The drastic declines in Groups

Continued on Page 48, Col. 1

Group 7 surge softens decline in HD registrations

As a result of a spectacular surge in registrations of new Group 7 trucks in the U. S., the first-half total for the heavies dropped only 6.3 percent below the record level of a year ago.

R. L. Polk & Co. reported 99,969 Groups 7 and 8 registrations in the January-June period, compared with 106,679 units in the same period in 1979.

The Group 7 tallies were up 75.5 percent in the first six months of 1980, from 23,048 a year ago to 40,450. The Group 8 count, on the other hand, fell 28.8 percent below last year's

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U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	6 mos., 1980	Percent Share of '80 market	6 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	415,599	31.92	572,434	32.26	− 0.34
Chevrolet	395,036	30.34	570,616	32.15	− 1.81
Dodge	119,765	9.20	184,165	10.38	− 1.18
GMC	97,653	7.50	135,792	7.65	− 0.15
Jeep	42,508	3.26	73,424	4.14	− 0.88
International	28,744	2.28	56,361	3.18	− 0.90
Plymouth*	15,255	1.17	10,175	0.86	+ 0.31
Mack	11,449	0.88	15,247	0.57	+ 0.31
Kenworth	6,443	0.50	7,386	0.42	+ 0.08
Freightliner	6,004	0.46	6,612	0.37	+ 0.09
Peterbilt	3,947	0.30	4,765	0.28	+ 0.02
White	2,629	0.20	4,986	0.27	− 0.07
Autocar	874	0.07	1,123	0.06	+ 0.01
Western Star	528	0.04	546	0.03	+ 0.01
Volvo	352	0.03	320	0.02	+ 0.01
Diamond Reo	60	....	....	....	....
Miscellaneous**	154,356	11.85	130,757	7.36	+ 4.49
TOTALS	1,302,202	100.00	1,774,709	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Iowa and Utah, June, 1979.

U.S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	6 mos., 1980	Percent Share of '80 market	6 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	25,330	25.34	18,960	17.77	+ 7.57
GMC	16,047	16.05	9,598	9.00	+ 7.05
International	15,735	15.74	32,578	30.48	−14.74
Mack	11,309	11.31	15,247	14.29	− 2.98
Chevrolet	8,822	8.82	3,071	2.88	+ 5.94
Kenworth	6,443	6.45	7,386	6.92	− 0.47
Freightliner	6,004	6.01	6,612	6.20	− 0.19
Peterbilt	3,947	3.95	4,765	4.47	− 0.52
White	2,629	2.63	4,986	4.68	− 2.05
Autocar	874	0.87	1,123	1.05	− 0.18
Western Star	528	0.53	546	0.51	+ 0.02
Volvo	350	0.35	320	0.03	+ 0.32
Diamond Reo	60	0.06	....	....	+ 0.06
Miscellaneous	1,891	1.89	1,547	1.72	+ 0.17
TOTALS	99,969	100.00	106,679	100.00	....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1980 and 1979; Iowa and Utah, June, 1979.

All markets weaker

Truck registrations off 26 pct. in first half

Continued from Page 16

3 and 4 registrations reflect to a large extent the slump in sales and shipments of recreational vehicles. Group 4 tallies are mainly motor-home chassis and Dodge accounted for 144 of the 150 units registered in the first half. A year ago, it had all but three of the 4,330 units registered.

Group 5 was down the least among the mediums in the January-June period. This year's total was 1,199, a drop of 12.2 percent below last year's 1,366.

Group 6, until three years ago the third-largest classification, was down 58 percent from a year ago because of the steady growth of mid-range diesels and the reclassification of many of these vehicles as Group 7 trucks.

In the first six months of 1980, according to R. L. Polk, only 28,889 Group 6 trucks were registered in the U. S., compared with 68,792 in the like period a year ago.

- Group 7 was the lone weight classification to show an increase over 1979, and its advance—again as a result of the growth in mid-range diesel demand — was spectacular. The six-month count was 40,450 units, up 75.5 percent over last year's 23,048.

Registrations of new Group 8 trucks were down 28.8 percent from last year's record high, 59,519 versus 83,631 units.

For the first six months, Ford was No. 1 in new-truck registrations, with a lead of more than 20,000 units over second-place Chevrolet. Both, however, lost penetration because of the downturn in light-truck sales, which account for 90 percent of industry truck sales.

Chevrolet was the biggest loser, down 1.81 percentage points from a year ago, and Dodge was a close second with a downturn of 1.18 points. The miscellaneous group, on the strength of the compact-pickup market, scored the biggest advance—an increase of 4.49 points over last year.

Group 7 surge softens decline in HD registrations

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level, from a record 83,631 to 59,519 units.

Reclassification of many trucks that previously had been registered as Group 6 vehicles—due principally to operators' switch to the heavier mid-range diesels —was responsible for the Group 7 surge and a sharp decline in Group 6 tallies.

In the first six months, according to Polk statistics, only 28,889 Group 6 vehicles were registered, a decline of 58 percent from the 68,792 units tallied in the same period in 1979.

June registrations of new heavy trucks in the U. S. totaled 14,756 units, down 14.4 percent from last year's 17,245.

Ford, GMC and Chevrolet, again due to the surge in Group 7 registrations, increased their share of total industry registrations dramatically in the first half. International, the perennial heavy-truck leader, suffered the sharpest decline because of a six-month strike which started last November.

No. 1 Ford's penetration was 7.57 percentage points higher than a year ago, GMC's was up 7.05 points and Chevrolet posted a 5.94 point gain. International's share slumped 14.74 points below the 1979 figure, and the loss in registrations dropped IH from first to third in the first-half standings.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SIX MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**June, '80**	....	....	....	....	....	....	....	**76**	**76**
	June, '79	....	....	....	....	....	....	....	219	219
	Year to Date '80	....	....	....	....	....	....	....	**874**	**874**
	Year to Date '79	....	....	....	....	....	....	....	1,123	1,123
BROCKWAY	**June, '80**	....	....	....	....	....	....	....	....	....
	June, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	**June, '80**	**31,883**	**31,132**	**10**	....	**94**	**848**	**917**	**212**	**64,894**
	June, '79	34,563	47,700	336	....	154	2,570	56	408	85,787
	Year to Date '80	**189,662**	**188,562**	**716**	....	**850**	**6,424**	**7,141**	**1,681**	**385,836**
	Year to Date '79	233,626	312,981	3,666	....	880	16,392	797	2,274	570,616
(Memo Units)#	**June, '80**	**11,574**	**8,381**	....	....	....	....	....	....	**19,955**
	June, '79	15,349	13,511	....	....	....	....	....	....	28,860
	Year to Date '80	**86,346**	**55,283**	....	....	....	....	....	....	**141,829**
	Year to Date '79	104,066	90,901	....	....	....	....	....	....	194,967
DIAMOND REO	**June, '80**	....	....	....	....	....	....	....	**14**	**14**
	June, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	**60**	**60**
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	**June, '80**	**8,009**	**11,764**	**609**	**2**	....	....	....	....	**20,284**
	June, '79	8,873	15,437	3,881	6	....	....	....	....	28,197
	Year to Date '80	**47,495**	**69,513**	**2,613**	**144**	....	....	....	....	**119,765**
	Year to Date '79	51,149	105,862	22,827	4,327	....	....	....	....	184,165
(Memo Units)#	**June, '80**	**5,483**	**7,491**	**417**	....	....	....	....	....	**13,391**
	June, '79	5,415	8,561	3,692	....	....	....	....	....	17,668
	Year to Date '80	**31,948**	**44,777**	**1,307**	....	....	....	....	....	**78,032**
	Year to Date '79	30,365	57,203	18,443	....	....	....	....	....	106,011
FORD	**June, '80**	**19,863**	**42,306**	**69**	....	....	**1,725**	**3,149**	**1,208**	**68,320**
	June, '79	22,313	56,866	28	....	....	3,877	1,143	1,893	86,120
	Year to Date '80	**128,962**	**252,913**	**366**	....	....	**10,888**	**17,498**	**7,832**	**415,599**
	Year to Date '79	143,704	382,509	204	....	....	27,057	7,572	11,388	572,434
(Memo Units)#	**June, '80**	**7,588**	**15,054**	....	....	....	....	....	....	**22,642**
	June, '79	8,254	17,768	....	....	....	....	....	....	26,022
	Year to Date '80	**53,234**	**84,713**	....	....	....	....	....	....	**137,947**
	Year to Date '79	57,449	118,320	....	....	....	....	....	....	175,769
FREIGHTLINER	**June, '80**	....	....	....	....	....	....	....	**764**	**764**
	June, '79	....	....	....	....	....	....	....	902	902
	Year to Date '80	....	....	....	....	....	....	....	**6,894**	**6,894**
	Year to Date '79	....	....	....	....	....	....	....	6,612	6,612
VOLVO	**June, '80**	....	....	....	....	....	....	**46**	**7**	**43**
	June, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	**2**	**309**	**41**	**352**
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	**June, '80**	**4,993**	**7,879**	....	....	**51**	**544**	**840**	**1,149**	**15,456**
	June, '79	4,946	12,637	27	....	76	1,929	114	1,353	21,082
	Year to Date '80	**26,380**	**50,088**	**4**	....	**336**	**4,798**	**7,589**	**8,458**	**97,853**
	Year to Date '79	31,691	81,304	532	....	473	12,194	880	8,718	135,792
(Memo Units)#	**June, '80**	**736**	**2,085**	....	....	....	....	....	....	**2,821**
	June, '79	1,061	3,635	....	....	....	....	....	....	4,696
	Year to Date '80	**5,007**	**14,023**	....	....	....	....	....	....	**19,030**
	Year to Date '79	6,187	23,968	....	....	....	....	....	....	30,155
INTERNATIONAL	**June, '80**	....	1,412	....	....	....	**694**	**1,077**	**1,490**	**4,673**
	June, '79	....	1,666	....	....	....	2,063	2,433	3,406	9,568
	Year to Date '80	....	**8,112**	....	....	....	**5,897**	**7,049**	**8,686**	**29,744**
	Year to Date '79	....	11,850	....	....	....	11,993	13,099	19,419	56,361
(Memo Units)#	**June, '80**	....	....	....	....	....	....	....	....	....
	June, '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	**June, '80**	**4,160**	**2,093**	....	....	....	....	....	....	**6,253**
	June, '79	6,987	3,877	....	....	....	....	....	....	10,864
	Year to Date '80	**26,495**	**16,013**	....	....	....	....	....	....	**42,508**
	Year to Date '79	40,718	32,706	....	....	....	....	....	....	73,424
(Memo Units)#	**June, '80**	**4,160**	**1,566**	....	....	....	....	....	....	**5,726**
	June, '79	6,987	1,685	....	....	....	....	....	....	8,672
	Year to Date '80	**26,495**	**11,915**	....	....	....	....	....	....	**38,410**
	Year to Date '79	40,718	14,533	....	....	....	....	....	....	55,251
KENWORTH	**June, '80**	....	....	....	....	....	....	....	**821**	**821**
	June, '79	....	....	....	....	....	....	....	1,119	1,119
	Year to Date '80	....	....	....	....	....	....	....	**6,443**	**6,443**
	Year to Date '79	....	....	....	....	....	....	....	7,386	7,386
MACK	**June, '80**	....	....	....	....	....	**42**	....	**1,723**	**1,765**
	June, '79	....	....	....	....	....	....	....	2,489	2,489
	Year to Date '80	....	....	....	....	....	**140**	....	**11,309**	**11,449**
	Year to Date '79	....	....	....	....	....	....	....	15,247	15,247
PETERBILT	**June, '80**	....	....	....	....	....	....	....	**485**	**485**
	June, '79	....	....	....	....	....	....	....	645	645
	Year to Date '80	....	....	....	....	....	....	....	**3,947**	**3,947**
	Year to Date '79	....	....	....	....	....	....	....	4,765	4,765
PLYMOUTH	**June, '80**	**1,365**	**825**	....	....	....	....	....	....	**2,190**
	June, '79	1,389	205	....	....	....	....	....	....	1,594
	Year to Date '80	**10,363**	**4,892**	....	....	....	....	....	....	**15,255**
	Year to Date '79	7,359	2,816	....	....	....	....	....	....	10,175
WESTERN STAR	**June, '80**	....	....	....	....	....	....	....	**81**	**81**
	June, '79	....	....	....	....	....	....	....	89	89
	Year to Date '80	....	....	....	....	....	....	....	**528**	**528**
	Year to Date '79	....	....	....	....	....	....	....	546	546
WHITE	**June, '80**	....	....	....	....	....	....	....	**403**	**403**
	June, '79	....	....	....	....	....	....	....	638	638
	Year to Date '80	....	....	....	....	....	....	....	**2,829**	**2,829**
	Year to Date '79	....	....	....	....	....	....	....	4,986	4,986
MISCELLANEOUS*	**June, '80**	**23,513**	**4**	....	....	....	**230**	**130**	**184**	**24,061**
	June, '79	27,039	1	3	1	1	198	163	175	27,581
	Year to Date '80	**150,887**	**8**	**11**	**6**	**13**	**1,540**	**664**	**1,027**	**154,366**
	Year to Date '79	128,001	8	29	3	13	1,156	700	1,165	131,075
TOTALS	**June, '80**	**93,686**	**97,415**	**688**	**2**	**145**	**4,001**	**6,159**	**8,597**	**210,673**
	June, '79	106.110	138.389	4.275	7	231	10.637	3,909	13.336	276,894
	Year to Date '80	**578,184**	**590,101**	**3,710**	**150**	**1,199**	**28,889**	**40,450**	**59,519**	**1,302,202**
	Year to Date '79	636,248	930,036	27,258	4,330	1,366	68,792	23,048	83,631	1,774,709

★—No Oklahoma and Connecticut registrations 1980 and 1979; Iowa and Utah, June, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

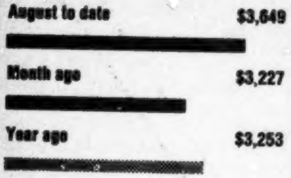
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

BEST COPY AVAILABLE

Used car sales

Auction averages



Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,247	$5,662	$5,821
1979	4,977	4,900	4,650
1978	3,756	3,831	3,501
1977	3,214	3,046	2,981
1976	2,537	2,214	2,328
1975	1,811	1,711	1,772
1974	1,337	1,240	1,343
1973	863	968	1,064
Overall Average	$3,649	$3,269	$3,349

U. S. makers schedule 525,829 cars

September target lowest since 1970

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers for September is 525,829, the lowest for the month in a decade.

In September of 1970, a recession year, 478,322 cars were assembled.

The September projection is a 15.71 percent decline from the 623,866 units built in the month last year.

Volkswagen of America, which will be closed for model-year changeover from Aug. 29 to Sept. 22, will experience the greatest production loss. VWoA has scheduled 2,461 units for the month, a drop of 85.72 percent from the 17,230 built in September of 1979.

American Motors has planned 15,000 cars, a decline of 27.49 percent from the 20,688 of last September. AMC's Kenosha plant is scheduled to work regular hours this week.

The 66,000 autos Chrysler Corp. plans to build in September is a drop of 8.36 percent from the 72,024 of the month last year. All Chrysler auto assembly plants are working regular schedules this week except Lynch Rd. (Chrysler, Plymouth), which remains down for model changeover.

Ford Motor Co. has scheduled 122,000 a slide of 17.36 percent from the 147,632 it produced in September, 1979. Last week, Ford's Metuchen, Chicago, Kansas City and San Jose plants were down. Metuchen is scheduled to remain down this week for changeover to production of the Escort and Lynx.

General Motors' estimated 320,000 units is a 12.55 percent decline from the 365,936 autos it assembled in September last year. This week, GM's Arlington (Malibu, Monte Carlo, Cutlass), Fairfax (Buick, Oldsmobile, Pontiac), Fremont, (Century, Regal, Malibu, Monte Carlo) and Norwood (Camaro, Firebird) plants are scheduled to begin 1981 model output.

According to GM's changeover schedule, all auto assembly plants except Doraville, Framingham and Leeds will have begun 1981-model output by this week. The three plants which remain down are scheduled to open in early September.

Checker Motors, with 368 units planned, will increase output this September by 3.37 percent over the 356 of the month in 1979.

Auto production last week of 96,556 increased 29.27 percent over the 74,693 of the previous week, but declined 5.01 percent from the 101,644 cars built in the comparable 1979 week.

Year-to-date output of 4,100,498 is a 29.19 percent drop from the 5,791,223 units produced by this date in 1979.

September truck production slated to hit 13-year low

Projected truck production by U. S. makers in September of 132,216 is the lowest for the month since 106,937 trucks were built in September of 1967.

The September forecast is a 28.63 percent drop from the 185,248 units assembled in the month last year.

Chrysler Corp. has scheduled 11,000 units, a decline of 18.52 percent from the 13,501 of last September. Chrysler's Warren truck plant will work regular hours this week.

Ford Motor Co. plans to build 54,000 trucks in September, a drop of 12.94 percent from the 62,028 built in September, 1979. According to Ford's changeover schedule, all truck assembly plants have begun 1981-model output, although Kentucky Truck was down last week.

International's estimated 8,500 units is a 14.83 percent drop from the 9,980 of last September. The 1,725 trucks Mack plans to build in September is a 41.47 percent decline from the 2,947 of the month last year.

Jeep, which is back to full production, has scheduled 8,000 units for September, a fall of 26.03 percent from the 10,815 it assembled in September of 1979.

AM General Corp.'s planned 1,000 units is a 44.57 percent decline from the 1,804 of last September. Miscellaneous truck makers will build 2,640 units this September, a slide of 7.37 percent from the 2,850 of the month last year.

General Motors' estimated 45,000 trucks is a 44.67 percent decline from the 81,323 it assembled in September, 1979. According to GM's changeover schedule, all its truck assembly plants have begun 1981-model output.

Volkswagen of America, which did not begin truck output until the last quarter of 1979, has scheduled 351 units for September.

Truck production last week of 21,697 rose a slight 0.07 percent over the 21,681 of the previous week, but declined 11.38 percent from the 24,484 of the comparable 1979 week.

The year's cumulative truck output of 995,992 is a 56.08 percent decline from the 2,267,578 assembled by this date in 1979.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHEVROLET	1,360	9,673	1,943	6,838	716,017	295,437
DODGE/PLYMOUTH	1,000	....	438	1,515	257,537	86,234
FORD	13,804	4,680	13,734	38,894	793,939	352,054
GMC	1,045	3,575	1,322	4,321	242,354	104,039
INTERNATIONAL	2,115	2,205	2,094	6,658	90,407	39,068
MACK	480	794	324	804	24,534	15,721
JEEP	190*	2,400*	190*	380*	99,076*	51,485*
AM CORP.	428*	457*	428*	1,329*	16,014*	6,051*
VOLKSWAGEN	625	....	608	1,954	....	19,628
MISCELLANEOUS	650*	700	600	1,964*	27,700	26,275*
Total Trucks, U. S.	21,697	24,484	21,681	64,657	2,267,578	995,992

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHRYSLER CORP	1,888	....	1,625	5,274	40,108	28,554
FORD MOTOR	3,262	3,354	983	6,251	160,795	116,425
GENERAL MOTORS	5,488	3,683	3,314	11,029	190,762	160,703
AMERICAN MOTORS	....	1,060	....	....	37,741	11,644
INTERNATIONAL	475	476	480	1,415	13,607	10,739
MACK	40	83	26	66	2,418	1,483
Total Trucks, Canada.	11,153	8,656	6,428	24,035	445,431	329,548
N. American Trucks	32,850	33,140	28,109	88,692	2,713,009	1,325,540

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
AMERICAN MOTORS	4,286*	5,000*	4,286*	13,302*	105,325*	110,450*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	9,550	13,948	7,978	23,038	607,787	379,943
Plymouth Total	4,250	5,627	3,510	10,443	244,669	173,258
Horizon	3,300	3,359	3,114	8,985	111,410	102,666
Volare	....	1,777	....	....	127,374	51,740
'80 Gran Fury	....	423	....	....	310	13,311
Caravelle	100	68	95	215	5,575	4,298
Reliant	850	....	301	1,243	....	1,243
Chrysler Total	1,200	2,709	1,174	2,899	127,925	50,719
Chrysler	....	1,580	....	....	61,301	11,516
LeBaron	1,200	1,129	1,174	2,899	66,624	39,203
Dodge Total	4,100	5,612	3,294	9,696	235,193	155,966
Omni	2,750	2,721	2,450	7,279	98,721	88,341
St. Regis	....	707	....	....	20,039	10,724
Diplomat	600	693	616	1,387	30,803	18,972
Aspen	....	1,491	....	....	85,630	36,899
Aries	750	....	228	1,030	....	1,030
FORD MOTOR	15,439	29,654	16,271	46,854	1,459,990	783,143
Ford Division	9,265	22,390	10,741	28,940	968,296	571,091
Pinto	....	3,244	....	....	125,091	68,179
Mustang II/Mustang	3,179	5,946	4,908	11,769	255,699	157,071
Fairmont	....	5,474	2,847	6,223	140,465	154,556
Granada	1,075	1,036	955	2,635	106,573	52,047
LTD II	....	....	....	....	22,746	....
Thunderbird	2,277	4,212	....	2,277	191,550	79,660
Ford	1,680	2,478	1,512	4,463	126,172	58,005
Escort	1,054	....	519	1,573	....	1,573
L-M Division	6,174	7,264	5,530	17,914	491,694	212,052
Mercury Total	4,516	4,901	4,222	13,749	388,581	187,778
Bobcat	....	811	....	....	33,473	12,445
Capri	982	1,443	1,580	4,392	75,050	46,283
Zephyr	....	1,080	1,000	2,313	44,776	50,129
Monarch	....	250	....	....	47,977	16,409
Cougar/XR7	2,232	1,317	230	2,771	108,153	28,528
Mercury	990	....	1,273	3,822	79,152	33,533
Lynx	312	....	139	451	....	451
Lincoln Total	1,658	2,363	1,308	4,165	103,113	24,274
Lincoln	747	1,166	594	1,894	51,455	9,805
Versailles	....	....	....	....	9,249	1,861
Mark VI	911	1,197	714	2,271	42,409	12,608
GENERAL MOTORS	62,821	49,599	41,800	148,794	3,499,931	2,686,295
Buick Division	9,295	9,574	5,057	18,957	509,912	514,895
Skyhawk	....	523	....	....	16,098	....
Skylark/'79-'80	3,555	2,676	1,353	9,194	63,791	147,840
Century	1,668	896	1,286	2,954	34,486	110,518
Regal	1,932	3,984	1,482	3,568	179,447	133,153
Buick	2,016	1,371	932	3,113	178,752	95,488
Riviera	124	124	4	128	37,338	27,887
Cadillac Division	1,370	....	....	1,370	241,167	126,125
Seville	....	....	....	....	30,574	21,265
Cadillac	1,370	....	....	1,370	162,929	71,636
Eldorado	....	....	....	....	47,664	33,224
Chevrolet Division	35,640	25,800	21,599	84,994	1,539,731	1,158,308
Chevette	13,925	7,215	9,430	34,476	270,468	312,807
Monza	3,050	3,357	2,937	9,864	103,117	112,439
Camaro	860	1,077	....	1,182	186,674	80,625
Nova/Citation	13,485	8,350	5,234	29,259	180,514	316,613
Malibu	915	2,912	708	2,420	268,883	166,674
Monte Carlo	205	1,838	82	446	160,579	60,896
Chevrolet	2,400	54	2,379	4,779	336,949	77,273
Corvette	800	997	829	2,568	32,547	28,981
Oldsmobile Division	7,635	7,253	1,787	12,819	701,703	507,219
Starfire	....	447	....	....	13,879	....
Omega/'79-'80	1,828	1,008	205	3,939	30,220	78,189
Cutlass	2,200	5,665	1,548	5,000	354,290	258,492
Oldsmobile	3,540	10	34	3,813	267,298	145,355
Toronado	67	123	....	67	36,016	25,183
Pontiac Division	8,881	6,972	13,357	30,654	507,418	379,748
Acadian†	255	285	134	623	12,321	14,874
Sunbird	3,350	2,210	3,510	10,737	67,110	100,320
Phoenix/'79-'80	1,060	2,502	7,181	11,545	50,511	96,224
Firebird	581	875	....	742	139,701	52,272
LeMans	1,285	1,100	941	2,419	62,379	37,030
Grand Prix	2,350	....	1,591	4,424	64,118	39,864
Pontiac	....	....	....	164	111,278	39,164
VOLKSWAGEN	4,375	3,346	4,270	13,742	115,043	138,838
CHECKER	85*	97	88	259	3,147	1,829
Total Cars, N. S.	96,556	101,644	74,693	245,989	5,791,223	4,100,498

CANADIAN CAR PRODUCTION

	Week Ended Aug. 23, 1980	Same Week 1979	Week Ended Aug. 16, 1980	August Estimate	Jan. 1, to Aug. 25, 1979	Jan. 1, to Aug. 23, 1980
CHRYSLER CORP.	2,096	1,586	1,539	4,508	75,143	43,086
FORD MOTOR	5,600	6,267	3,623	15,805	205,670	165,881
GENERAL MOTORS	2,592	4,011	864	5,587	369,145	317,676
VOLVO	....	180	....	50	5,432	6,378
Total Cars, Canada	10,288	12,044	6,026	25,950	655,390	533,021
N. American Cars	89,659	113,688	77,416	251,451	6,446,613	4,613,031
N. American Trucks	32,850	33,140	28,109	88,692	2,713,009	1,325,540
North American Cars and Trucks	122,509	146,828	105,525	340,143	9,159,622	5,938,571

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Car, truck output in Canada climbs 70 pct. for week

Car and truck production by Canadian makers last week rose over 70 percent from the previous week's totals.

Auto output last week of 10,288 increased 70.73 percent over the 6,026 of the previous week, but declined 14.58 percent from the 12,044 of the comparable 1979 week.

Year-to-date production of 533,021 is a 18.67 percent drop from the 655,390 assembled by this date in 1979.

The 11,153 trucks built in Canada last week was a 73.51 percent rise over the 6,428 of the previous week. Last week's total was a 28.85 percent increase over the 8,656 trucks built in the comparable 1979 week.

The year's cumulative total of 329,548 is a 26.02 percent drop from the 445,431 trucks produced by this date in 1979.

Chrysler Corp.'s Windsor car and van plants are scheduled to work regular hours through September.

American Motors' Brampton plant is closed for conversion to Eagle and Concord production and is scheduled to reopen the first week of November.

Ford Motor Co.'s Oakville car and truck plants have resumed regular hours. Its St. Thomas point will close in mid-December for conversion to Escort and Lynx production. St. Thomas is scheduled to reopen in early January.

General Motors' Oshawa car plant was not scheduled to resume full output until Sept. 1, but a GM spokesman said Oshawa will be back to full production today (Aug. 25). All GM truck plants have resumed regular hours.

GM's St. Therese point, which has been down since July 24, was not scheduled to reopen until Sept. 25. The spokesman said St. Therese will also be back to full output today.

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EPA relaxes emission rule to aid industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — EPA is doing its bit to help the auto industry.

The latest move is to drop an emission-control requirement for 1982 and later model cars, light and heavy trucks to remove all but one of the idle-speed settings of the carburetor in the emissions testing requirements.

The relatively minor change in a procedure is estimated to save millions of dollars a year—at least according to Ford Motor Co.—for the hard-pressed automakers.

EPA said the move stems from President Carter's recent request to EPA to review its regulations to help the industry so long as no significant environmental harm results.

EPA's Michael Walsh, in sending out the letters, says that new data reveal that idle speed changes are less likely to raise emissions than originally thought.

Ford Motor earlier had told EPA that cropping the idle-speed requirements would save the industry $250 to $350 million a year in development and hardware costs. Although Ford was the prime mover in arguing for the change, EPA expects all to benefit.

In the letter sent to all engine makers for cars, light trucks, and heavy trucks and buses, Walsh said: "EPA has decided that it is in the nation's best interest to delete this requirement until such time that surveillance data might demonstrate that maladjustment of idle speed has a more significant effect than indicated on current technology vehicles."

- In 1979, EPA issued rules about idle speed and other "parameter adjustments." Those which state that 1981 and later models must meet emission standards at various air-fuel mixtures and choke settings remain in effect and have already been met by the manufacturers.

In order to meet the requirements of the Clean Air Act, EPA must notify engine makers before Sept. 1 of the calendar year two years before the affected model year. This means that EPA will not require 1982 and later model engines to meet standards at all possible engine speeds, but instead will stay with its current system of testing emissions at a single idle speed recommended by the manufacturer.

Although EPA says there are

Continued on Page 37, Col. 5

New coupe

Mercedes-Benz prepares 500-SCE

A fashionable coupe, the Mercedes-Benz 500-SCE is being developed for presentation at the Geneva Motor Show next spring. It is based on the S-class generation of sedans and will be available as a 280-SC, 280-SCE, 380-SCE or 500-SCE. Price in Germany is expected to start at about $22,000. No date has been set for entry into the U. S. market.

Not all imports share in gains of sales per dealer

By Kathleen Hamilton
News Editor

The first half of 1980 may have been a boom time for import sales, but the most recent AUTOMOTIVE NEWS survey of sales per dealership proves not all import franchises shared the euphoria.

The Top 20 makes improved their 1979 first-half sales per dealer an average of 3 during the first half of 1980.

But only four makes accounted for the improvement. Fourteen import makes sold fewer cars per deal in the first half of 1980. And two makes — Audi and BMW — remained unchanged.

According to country of origin, Japanese makes improved their average sales per dealer and the European makes lost ground—with the exception of German makes, which turned in the same average sales per dealership (31) as one year earlier.

Tables on Page 37.

Average sales per Japanese make improved from 102 in mid-1979 to 115 on July 1, 1980, for an increase of 13.

Toyota dealers averaged 50 more sales in the first half of 1980 than they did in 1979. Their average sales of 295 broke their old first-half record of 254, set in the July, 1977, census. Toyota's total of 295 is also the highest recorded by any import make since AUTOMOTIVE NEWS began compiling midyear totals in 1958.

Datsun dealers also improved their average first-half sales in 1980—259 sales per dealer was an increase of 36 over the 1979 first-half level of 223, the former record.

- The Misubishi-built Plymouth Arrow was the only other Japanese make of the Top 20 to improve its sales-per-dealer figure. It was up 4 since mid-1979, to 17.

Honda's loss of 15 sales per dealership caused it to slide from the No. 1 spot—which it held in the July, 1979, and January, 1980, tabulations—to No. 3, behind Toyota and Datsun.

Other Japanese makes that turned in reduced sales-per-dealer numbers were Mazda, down 10; Subaru, down 1, and Colt, down 1.

Helped by Westmoreland Rabbits, Volkswagen dealers averaged 12 more sales in the first half of 1980 than they did during the same period of 1979. Nonetheless, VW continued to hold the same No. 4 spot it has held since July, 1976.

But other German makes offset VW's gain, so that all German makes turned in an average of 31 sales per dealer both this July 1 and last.

The losers were Mercedes-Benz, down 6; Porsche, down 6 and the German-built Ford Fiesta, down 1.

As noted, Audi and BMW remained unchanged. BMW's performance was good enough to tie its midyear record of 49, set in 1977 and duplicated in 1979.

- Dealers selling imports from the rest of Europe had a decrease of 14 in their average sales compared with the first half of 1979. Their 1980 average was 26 sales per deal.

Average sales per Renault dealer were down 19, due to its

Continued on Page 37, Col. 2

Ford encounters problem with 1.3-liter Escort

'81 MPG rating sliced for X-cars

By Bob Irvin
Editor-at-Large

DETROIT.—Some of Detroit's new generation of front-drive economy cars aren't quite as economical as was first thought.

Specifically, Ford is having mileage problems with the 1.3-liter version of its new Escort/Lynx, as is General Motors with the 2.5-liter engine in its famed X-car.

The 1981 model of the X-car is not as gas-thrifty as the original model introduced last year. It will have an EPA rating of 22 MPG for 1981 with a manual or automatic transmission. In 1980, the manual transmission model was rated at 24 MPG, the automatic at 22 MPG.

These are the figures for the Chevrolet Citation, although the engine is actually built by Pontiac. It is used in all GM X-cars, including the Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark.

GM officials offered several explanations for the drop in X-car mileage. They said year-to-year differences are possible in mileage numbers due to test variability and shifts in the expected sales mix. (The fuel economy label for a given car line is based partly on the forecast sales breakdown of two and four-door cars of different weights.)

They also noted that federal pollution controls are stiffer for 1981 models and this also affects fuel economy ratings.

But the X-car also uses an optional 2.8-liter V-6 built by Chevrolet. And this engine is up in mileage. It will be rated at 21 MPG, an increase of 1 MPG from 1980.

Moreover, GM will post a 4-MPG gain on the Chevette, from 26 MPG in 1980 to 30 MPG in 1981.

One way GM is planning to post a general increase is by using electronic engine controls across the board, which will help meet the new carbon monoxide and nitrogen oxide emission levels and yet coax more economy from the engine.

Thus, GM said, "overall we are looking at approximately a 23-MPG fleet average in 1981, an increase of over 1 MPG from 1980."

Chrysler officials were elated by the GM 2.5-liter figures. This means their new K-car will have a 3-MPG fuel-economy edge. It will carry a 25-MPG city driving rating.

Overall, Chrysler's total fleet of cars will average 25.5 MPG, up from 21.3 MPG in 1980. Federal law requires each manufacturer to build a fleet of cars averaging 22 MPG in 1981, up from 20 MPG in 1980.

Ford Motor Co. has not released its 1981 expected average yet. And it is having problems getting its hoped-for mileage with the new four-cylinder, 1.3-

Continued on Page 37, Col. 1

East Wind

This issue contains an Extra section on the Japanese.

breaking news

Honda Ballad due in '82

TOKYO. — Honda Motor Co. is developing another new car, this one called the Ballad, which reportedly is sized between the Civic and Accord. Although Honda has no plans to export the Ballad to the U. S., it is believed a version of the car will be assembled in Britain by BL, where it is codenamed Bounty. In Europe, the car will wear a Triumph badge when it is introduced in 1982. Sources say the Ballad/Bounty may be offered in one or two basic styles and will use the same four-cylinder CVCC engine and front-drive transaxle as current Honda models.

Japanese trade missions to visit U. S.

WASHINGTON.—Two missions from the Japanese auto industry will visit the U. S. this month. One mission will investigate the feasibility of Japanese producers investing in licensing and joint-venture arrangements with U. S. manufacturers of auto parts. The other will seek an increase in direct U. S. exports of auto parts to Japan. The missions are part of the President's program to assist the U. S. auto industry.

Nigeria to assemble Ford trucks

DEARBORN.—Ford Motor Co. has reached overall agreement with Steyr-Nigeria on the assembly of up to 2,000 Ford D-series trucks annually at Steyr's new Nigerian plant at Bauchi. The trucks will be assembled from completely knock-

See BREAKING NEWS, Page 39, Col. 1

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SALES PER OUTLET

U. S. MARKET

First 6 mos., 1980 Pos.		First 6 mos., 1979 Pos.
1—295	Toyota	245— 2
2—259	Datsun	223— 3
3—251	Honda	266— 1
4—159	Chevrolet	192— 4
5—138	Volkswagen	126— 8
6—127	Oldsmobile	152— 5
7—116	Buick	119— 9
8—107	Ford	149— 6
9— 99	Pontiac	130— 7
10— 98	Mazda	108—10

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports.

First 6 mos., 1980 Pos.		First 6 mos., 1979 Pos.
1—295	Toyota	245— 2
2—259	Datsun	223— 3
3—251	Honda	266— 1
4—138	Volkswagen*	126— 4
5— 98	Mazda	108— 5
6— 95	Subaru	96— 6
7— 64	Mercedes	70— 8
8— 58	Volvo	75— 7
9— 49	BMW	49—10
10— 48	Audi	48—11
11— 35	Fiat	51— 9
12— 22	Peugeot	23—15
13— 21	Saab	24—14
14— 17	Arrow	13—19
14— 17	Porsche	23—15
16— 15	Colt	16—18
16— 15	MG	40—12
16— 15	Triumph	19—17
19— 13	Renault	32—13
20— 7	Fiesta	8—20

*—Includes U.S.-built Volkswagens.

Not all imports share in gains of sales per dealer

Continued from Page 1

rapidly expanding network of American Motors dealers.

MG was down 25 sales per deal; Volvo, down 17; Fiat, down 16; Porsche, down 6; Triumph, down 4; Saab, down 3, and Peugeot, down 1.

The Top 20 makes are compiled according to their sales per dealer, and accounted for 98.58 percent of all the import sales in the U. S. during the first half of 1980. In order to be eligible for the Top 20 list, a make had to sell at least 3,000 cars during the half.

Imports which qualified but did not rank were the Dodge Challenger and Plymouth Sapporo, both built by Mitsubishi.

In the sales-per-dealer tabulation, individual makes are counted separately, regardless of combined franchises or corporate links.

IMPORT SALES PER OUTLET, 1971-80

First-half sales per new-car franchise

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	295	245	229	254	160	144	132	192	136	143
Datsun	259	223	182	198	137	130	95	134	85	104
Honda	251	266	216	199	105	106	61	53	40	36
Volkswagen	138	126	114	132	89	144	144	213	173	230
Mazda	98	108	50	41	37	104	105	200	96	44
Subaru	95	96	69	55	36	32	20	31	13	7
Mercedes	64	70	54	62	55	52	46	61	48	51
Volvo	58	75	55	50	42	71	54	74	57	63
BMW	49	49	45	49	47	30	30	30	21	19
Audi	48	48	47	41	40	73	83	81	53	57
Fiat	35	51	46	51	43	68	48	48	38	33
Peugeot	22	23	16	21	18	20	12	8	9	11
Saab	21	24	25	23	15	19	15	25	21	19
Arrow	17	13	10	19	8	0	0	0	0	0
Porsche	17	23	30	35	21	30	43	50	41	53
Colt	15	16	12	24	12	19	11	15	14	15
MG	15	40	39	43	34	28	25	33	26	28
Triumph	15	19	25	42	34	27	22	32	27	23
Renault	13	32	25	27	11	11	13	16	14	21
Fiesta	7	8	7	0	0	0	0	0	0	0

1973-80 figures are based on retail sales; figures for prior years are based on registrations.

Administration's concerns analyzed

Japanese import issue a real Pandora's box

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — This is an attempt to explain why the Carter Administration has legal concerns about active negotiations with the Japanese over auto import questions and might still have them if Congress passes—and the President signs—a Joint Resolution purported to give the President immunity from the antitrust laws to negotiate a voluntary restraint agreement (VRA).

Recently, two Congressional breakfasts to which trade officials were invited were reported to be brou-ha-has, with members accusing the officials of irresponsible foot-dragging.

Washington Analysis

Without any judgment of the politics of the situation, herewith is the legal situation:

There is serious and genuine concern on the part of trade officials that the antitrust laws may be breached if negotiations are undertaken before an injury finding—if such is made—in the pending 201 case brought by the UAW and Ford.

There could be personal liability for individuals serving as negotiators and corporate liability for importers and/or foreign producers, if a dealer selling imports, for example, went to court.

There could be other private suits as well. For example, when Consumers Union went to court on the steel case, one official became liable.

- Officials say a way to avoid this problem with restraint of trade is to wait for the Nov. 10 decision by ITC and if imports are found to be a substantial cause of serious injury—or the threat thereof, and the President agrees to act—negotiations can start at once.

Any agreement could be binding and there would be no violation of the antitrust laws and no personal or corporate liability.

In addition, because procedures for negotiators to negotiate would have to follow passage of the Joint Resolution, it might be just as fast to wait until November as acting under Congressional authority to waive the antitrust laws.

In other words, if a VRA is negotiated without the legal requirement of an adverse injury finding by ITC, a dealer in imports could sue his supplier and/or government officials who restricted his supply in "restraint of trade"—the keystone of the antitrust laws which exist to encourage and maintain competition.

While there is another way around the problem, it also has pitfalls. If U. S. government negotiators could be sure that the Japanese government would order in an "active state" or "coerce" Japanese auto companies to restrict their auto exports to the U. S., then the antitrust laws again would not be breached and liability would be erased.

But traditionally, the Japanese government cooperates with its companies; it does not force and maybe thinks it cannot force or speak for its companies.

But even if it could, U. S. negotiators would have no assurance of that at the start of negotiations and if an agreement were reached government-to-government and the companies were merely asked to cooperate, then the nightmare of antitrust arises again with its corrollary of litigation.

- The Congressional Joint Resolution, introduced by Michigan Senator Don Riegle and others and by Rep. William Brodhead and others, gives as its reason: To promote the competitiveness of U. S. industry in the world automobile and truck markets.

After multiple whereases, the Congress resolves that it is the country's goals to achieve technological superiority in the world auto and truck industry; that the industry is a "strategic and national industry" essential to economic stability and national security; that economic, fiscal and import policies should be designed to create enough capital and "produce a climate" for the industry to convert to increasingly safe, high quality, and fuel-efficient cars and trucks, and the Administration and Congress "should review regulatory and import policies" to assess their effect on this conversion; it is in the national interest to reduce high unemployment and Congress therefore calls on the "Administration, foreign governments, foreign and domestic manufacturers and affected labor unions to take immediate steps" to alleviate short-range unemployment in the future; and during the transition, reasonable restraint should be exercised by all affected parties with respect to wages and prices so as not to unduly burden consumers.

Quite how this addresses antitrust problems and gives the President authority is not totally clear but Administration lawyers—cagey as most of their brethren—indicate it does.

Congress has been traditionally chary of increasing Presidential authority and even treaty-making power is subject to confirmation by the Senate.

This appears to give President Carter and the Office of the Special Trade Representative authority to negotiate a voluntary agreement before the ITC rules six days after the election.

But although it has considerable sponsorship, neither House has yet passed it.

Honda dealer to pay refunds

WASHINGTON.—Bill Crouch Imports, Inc., Boulder, Colo. (formerly Mazda of Boulder, Inc.) will be making refunds to Honda Accord owners who were overcharged on delivery costs.

The agreement was negotiated with the FTC, which charged the dealership with making customers pay excessive freight costs.

Crouch also was charged with misinforming customers that some dealer-installed options were required or recommended by the importer. One of the major options was Polyglycoat.

Customers who were overcharged for freight by more than $30 and who bought Accords since July 15, 1976, will receive half the amount they overpaid.

Luxury for nine

American Custom Coachworks, Ltd., Beverly Hills, Calif., has stretched Cadillac Sedan deVilles and Fleetwood Broughams about four feet to produce its nine-passenger Paris limousines. Custom luxury equipment includes rear facing bench seats, an electrically operated chauffeur divider window and rear air conditioning and heating units.

Loan guarantee for electrics won by Cleveland firm

WASHINGTON. — The first loan guarantee granted by the Energy Department to speed development of electric vehicles goes to Electric Vehicle Associates (EVA), Cleveland.

Ameritrust of Cleveland will lend $2.5 million and DOE will guarantee 97 percent of that or $2,425,000. Expected production is 300 standard-size four-door sedans and station wagons.

The loan guarantees are made possible by the 1976 Electric and Hybrid Vehicle Research, Development and Demonstration Act. Guarantees can go as high as $3 million per project, with the company contributing at least 10 percent. The company must also show technological capability.

Hopes for upturn rest on '81 introductions

Mid-August sales dip to 13-year low

By Jenny L. King
Staff Writer

Domestic new-car sales during the mid-August period plunged to their lowest level in 13 years, and the only relief in sight at this point for the prolonged slump is introduction of the 1981 models beginning late in September.

Aug. 11-20 sales totaled 170,765, down 29.69 percent from 242,865 a year ago and worst since 1967 when mid-month sales were 142,380. On a daily rate basis, things were even grimmer, down 37.50 percent to 18,974 based on nine days this year compared with 30,358 for eight days in 1979.

Four of the five major U. S. auto makers reported sales declines for the period. Only Volkswagen of America was up —and with a vengeance—almost tripling its Rabbit sales, to 5,676 from 1,931.

General Motors sales dropped 27.50 percent to 112,688 from 155,432; they were down 35.56 percent on a daily-rate basis. Ford Motor Co. dealers sold 33,212 new cars, down 46.09 percent from 61,603 and down 52.08 percent on a daily-rate basis.

Chrysler Corp. reported sales of 15,989 new cars, down 17.58 percent from 19.399, and down 26.72 percent on a daily-rate basis. Estimated sales of AMC passenger cars was 3,200, down 28.89 percent from 4,500, down 36.77 percent on a daily-rate basis.

- Ford's share of the domestic market tumbled six percentage points for the mid-August period and everyone else picked up the pieces. Ford slipped to 19.45 percent from 25.37 percent. GM rose to 65.99 percent from 64.00 percent. Chrysler went to 9.36 percent from 7.98 percent. Rabbit sales earned VWoA 3.33 percent of the market, up from 0.80 percent, and AMC's estimated share crept to 1.87 percent from 1.85 percent.

The period wasn't without its surprises. Plymouth sales were up 6.97 percent on a year-to-year basis, making it the only make beside Volkswagen to be on the up side. Plymouth Horizon sales were up 77.96 percent for the period, and were the source of the gain.

At the other end was Lincoln; its sales crashed 70.39 percent, to 1,224 from 4,134. Lincoln dealers sold only 81 Versailles, 555 Lincolns and 588 Mark VIs during the period. Mercury sales were down 53.86 percent and Ford sales dropped 41.13 percent.

All GM makes were down: Buick off 21.13 percent, Cadillac down 39.55 percent, Chevrolet off 28.86 percent, Oldsmobile off 29.63 percent and Pontiac down 23.02 percent.

Chrysler sales dropped 48.85 percent while Dodge sales were down 12.34 percent.

Chevrolet Citation was the top-selling nameplate for the period with sales of 10,238. It was followed by Chevrolet Chevette at 9,703, Oldsmobile Cutlass Supreme at 7,702, Chevrolet Malibu at 7,187 and standard Chevrolet at 6,499.

Year-to-date sales totaled 4,230,335, down 24.06 percent from 5,570,745 in 1979.

DOMESTIC SALES

	Aug. 11-20, 1980	Aug. 11-20, 1979
AMERICAN MOTORS	3,200†	4,500†
Chrysler	3,030	5,924
Plymouth	6,353	5,939
Dodge	6,606	7,536
CHRYSLER CORP.	15,989	19,399
Ford	25,307	42,989
Mercury	6,681	14,480
Lincoln	1,224	4,134
FORD MOTOR	33,212	61,603
Buick	19,353	24,539
Cadillac	5,304	8,774
Chevrolet	48,011	67,485
Oldsmobile	21,695	30,828
Pontiac	18,325	23,806
GENERAL MOTORS	112,686	155,432
VOLKSWAGEN	5,676	1,931
INDUSTRY TOTAL	170,765	242,865

1—Estimate

Automotive News® EXTRA

Monday, Sept. 1, 1980

THE JAPANESE

Short on tradition, long on vigor

Japanese auto industry; a post-war phenomenon

By Richard A. Wright
Assistant Managing Editor

"Made in Japan."

In earlier days — before the Korean War—"made in Japan" connoted a "cheap imitation" and second rate quality. But during the Korean War, American photographers who needed replacements for their expensive German cameras and lenses found that the less-costly Japanese products were as good or better.

Old concepts die hard and when Americans began getting interested in little foreign cars during the '50s, they thought in terms of German, British, Italian or French, not Japanese.

The first Japanese cars were sold in the U. S. in 1958, when Toyota sold 274 Toyopets and 52 Datsuns were registered. Almost all of these cars (264 Toyopets and 37 Datsuns) were sold in California.

In those days, Americans knew that Japanese made good cameras and electronic equipment, but there was still enough of the old "made - in - Japan" doubts to keep most from seriously considering purchase of something as important as a car that was made in Japan.

Now, with Japanese nameplates taking about one out of every five sales in the U. S., the major reasons advanced for the success of the Japanese cars are fuel economy and, most importantly, higher quality.

- A Japanese nameplate, Mazda, is the only car in the world to be successfully marketed with a Wankel rotary-piston engine. The Germans, famed for their engineering, tried it and failed. General Motors, also no slouch at engineering, gave up on it before ever getting close to the marketplace.

Another Japanese car, Honda, is the only car in the world being marketed with a stratified charge engine. Ford Motor Co. has been working on its PROCO engine for years, but is still far from marketing it.

Japanese cars have sold well in Europe against European cars, so it is not just a weakness of American cars that accounts for Japan's amazing success in the U. S. They obviously have an attractive product to sell.

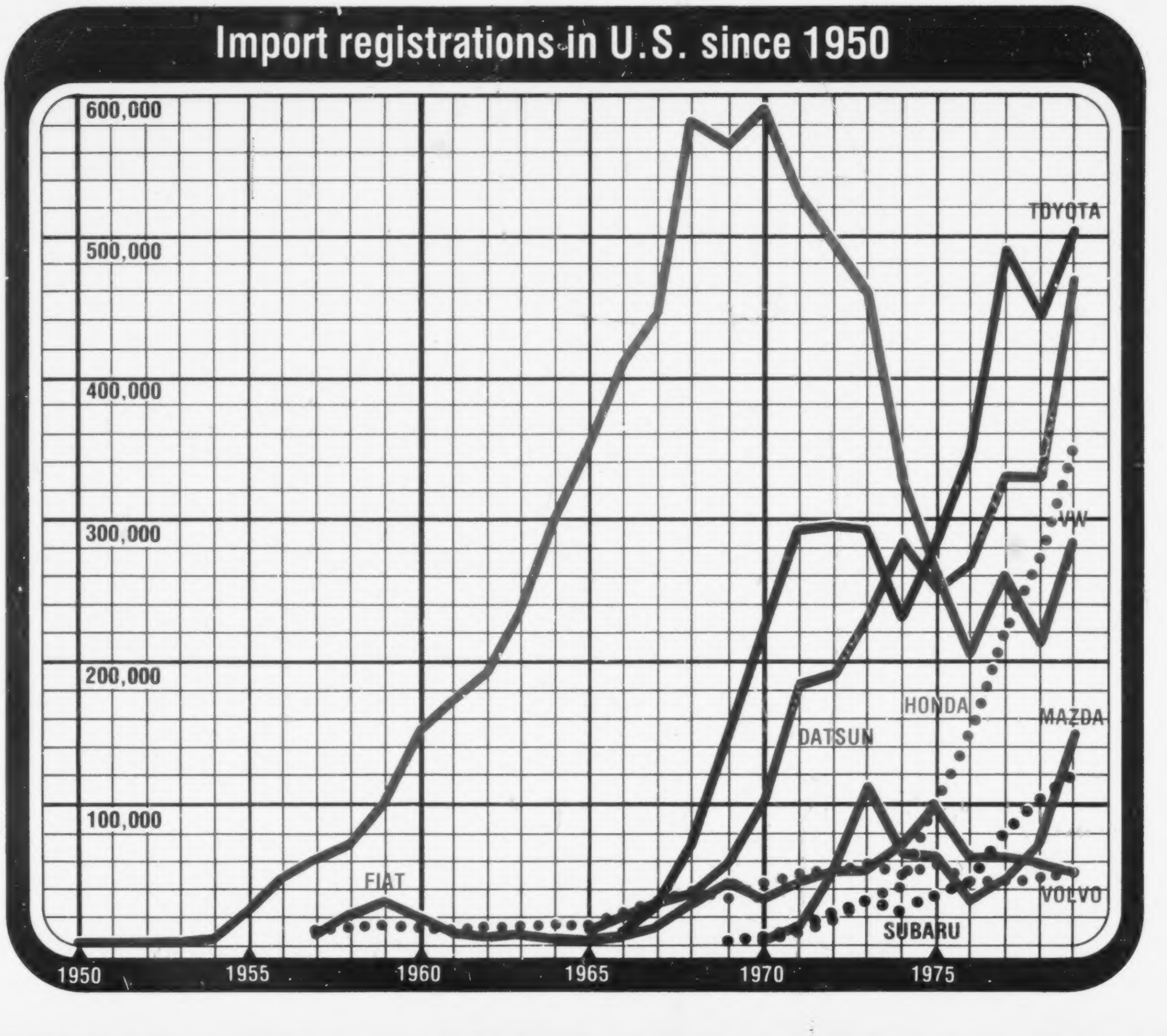
Even American automotive people admit that the quality of finish on Japanese cars is very high. They are less expensive than many European cars. Their technology is advanced. "Made in Japan" is now a stamp of quality.

The Japanese auto industry

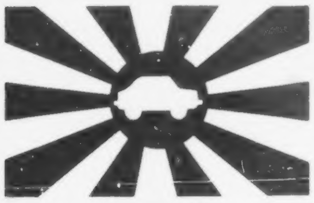
Continued on Page E-2, Col. 1

Early Datsun roadster

This spiffy roadster with rumble seat looks like a sharp General Motors convertible from the mid or late '30s. But it is a Datsun from that same period. Most Japanese cars of that era looked very American.



Import registrations in U.S. since 1950



HIGHLIGHTS

Japanese work through U.S. red-tape maze E-4
U.S., Japanese auto workers profiled E-7
Celebrities like Japanese cars E-8
Japanese labor outlook E-8
Supplier sells to Japan E-10

A post-World War II phenomenon

Japanese industry is young, vigorous

Continued from Page E-1

has now for the first time surpassed the U. S. industry in auto production. This is impressive progress for an industry which really did not take shape much until after World War II.

And Japanese imports in the U. S. have come a long way since the Toyopets of the late '50s and early '60s, which were built for Japanese roads and driving habits and did not hold up under the high-speed, long-distance driving characteristics of the U. S.

In fact, Japanese firms were building cars in the early part of this century, but its industry could not be compared with that of the U. S. or Europe.

The first car built in Japan was put together in 1902 by two engineers named Uchiyama and Yoshida. Yoshida later became president of Tokyo Jidosha Seisakusho, which was the first auto maker in Japan. It produced the conventional four-seat Takuri from 1907 to 1909.

There were a few other early car builders, but most of the major Japanese makers of today began producing cars in the '50s and '60s.

The exceptions are the two biggest makers, Toyota and Nissan. Nissan builds the Datsun car, but the car name is much older than Nissan. In 1912, Kwaishinsha Motor Car Works began work on an experimental car, which was put into production in 1914. It was called the Dat, derived from the initials of the partners, Den, Aoyama and Takeuchi.

In 1926, Kwaishinsha merged with Jitsuyo Jidosha Seizo to form Dat Automobile Mfg. Co., at which time the company quit making the Dat. JJS had also been producing a car called the Lila, but that production ceased also. Dat produced trucks exclusively until 1930.

Dat returned to car assembly in 1931 with the son-of-Dat, or Datson. Datson was changed to Datsun in 1932 in order to make use of the Rising Sun emblem.

The company underwent a couple more name changes, then became Nissan Motor Co. in 1933. The Datsuns of the '30s were built in a full range of body styles and were based closely on the British Austin Seven.

- **Many Japanese cars of this era were copies of U. S. or European models. After the war, the 1948 Datsun looked like an American Crosley and a British-looking sports car was added in 1952. In the '50s, Japanese makers began to develop a more Japanese look.**

Toyota Automatic Loom Works began experimenting with cars in 1935. Its first six-cylinder cars looked remarkably like the Chrysler Airflow. During World War II, Toyota built a car that was a dead ringer for the last pre-war Plymouth.

The Toyota company was owned by the Toyoda family. The slight change in name was made because the family thought Toyoda was more difficult to pronounce than Toyota. Americans, of course, pronounce both the same.

After World War II, Toyota began building a quite unusual-looking four-cylinder car which was the first to bear the name Toyopet.

Both Toyota and Nissan began exporting cars to the U. S. in 1958. In 1958, sales of Datsun totaled 1,003 and Toyopet 919. Both nameplates drifted along without making much of a dent in the U. S. market.

In fact, the cars were not right for the U. S. market and the Japanese pulled back to study the situation and retrench. They studied U. S. marketing techniques, built up sales and service networks, designed cars to appeal to U. S. buyers and began to move up the sales charts in the late '60s.

The Japanese were not the only makers to come into the U. S. market only to get booted back out. The most popular imports in the early pre-war days were Volkswagen, Renault and MG. VW had a product that captured the U. S. imagination. It had a Model A-type personality and it prospered beyond anyone's wildest dreams. And the MG appealed to a hardy band of sports-car nuts who would put up with pretty much anything.

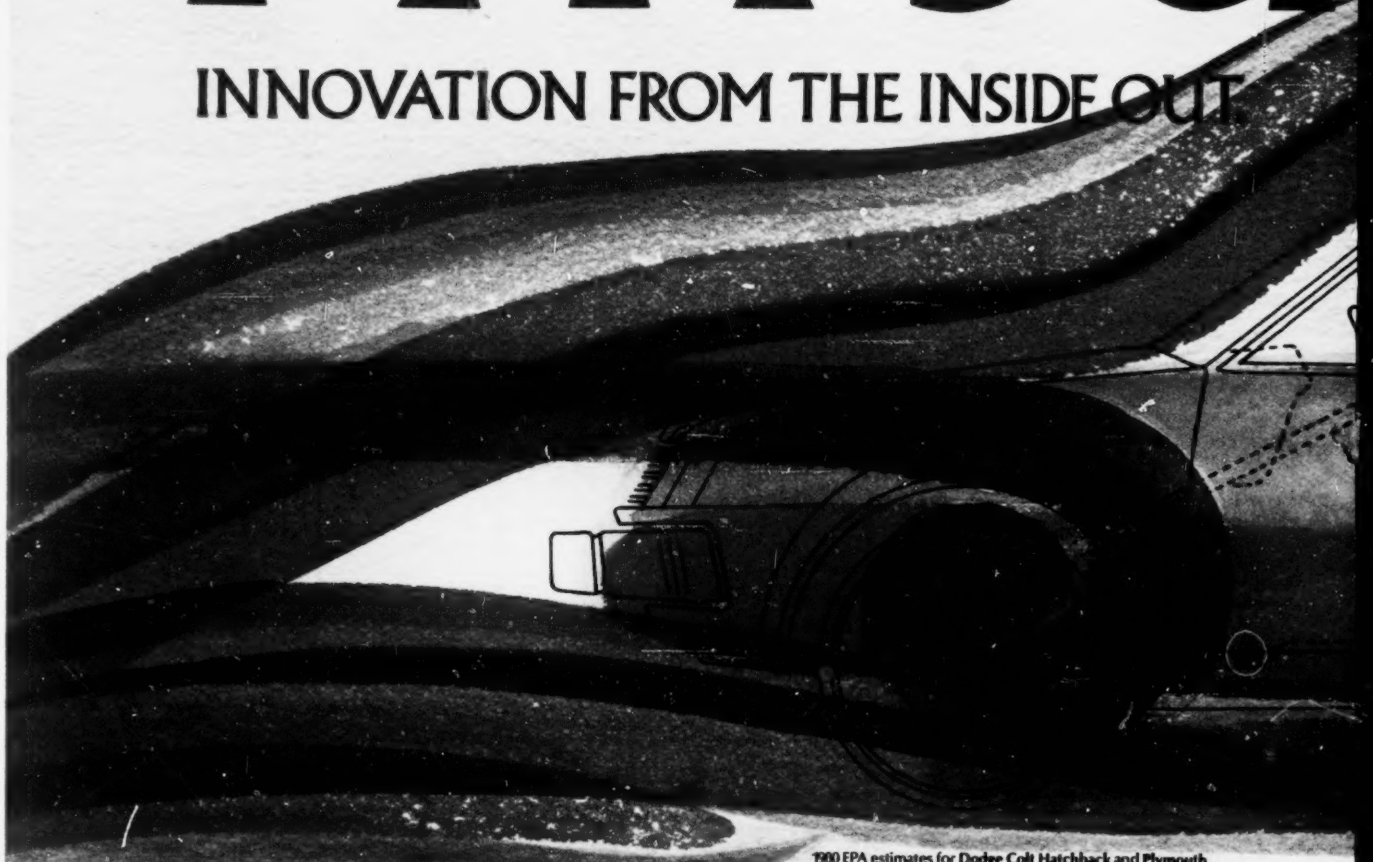
But the Renault Dauphine had not been designed with the U. S. in mind and people who drove them at high speeds for long distances found that they couldn't take it.

A wide range of foreign cars,

Continued on E-3, Col. 1

MITSU

INNOVATION FROM THE INSIDE OUT.



In 1980, a car rated #1 in gasoline fuel economy was built by Mitsubishi. To earn that rating, we relied upon our tradition of engineering innovation.

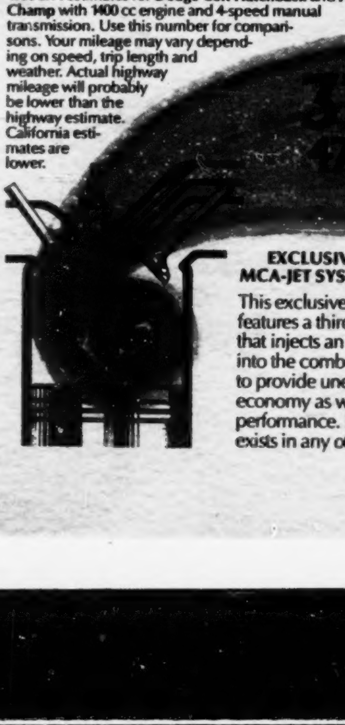
That same tradition of engineering innovation has also placed Mitsubishi-built cars among the leaders in performance, handling and comfort.

No auto maker is more aware that fuel economy must be the key consideration in designing cars for the 1980's. Yet Mitsubishi designers and engineers realize that cars should be a pleasure to *drive* as well.

At Mitsubishi, our answer is to design with innovation—from the inside out.

MITSUBISHI MOTORS

1980 EPA estimates for **Dodge Colt Hatchback and Plymouth Champ** with 1400 cc engine and 4-speed manual transmission. Use this number for comparisons. Your mileage may vary depending on speed, trip length and weather. Actual highway mileage will probably be lower than the highway estimate. California estimates are lower.



EXCLUSIVE MCA-JET SYSTEM.

This exclusive engine design features a third, or "jet," valve that injects an extra swirl of air into the combustion chamber to provide unexcelled fuel economy as well as lively performance. Nothing like it exists in any other car.

Continued from Page E-2

from English Fords to German Borgwards to Czech Skodas met similar fates. For many years, the only imports that built up a following in the U. S. were the VW Beetle, sports cars and high-priced luxury cars.

The Japanese changed that in the '60s and '70s, when they made the small, economy sedan a big seller against the Beetle and, later, the VW Rabbit.

The Japanese clearly learned their lessons in the U. S. market well and other nameplates followed Toyota and Datsun across the Pacific.

In 1960, there were registered in the U. S. 73 Princes. The Prince was introduced in 1952 and named in honor of Crown Prince Akihito. It was built in the former Tachikawa Aircraft works, which started producing an electric car called the Tama after World War II, then switched to the gasoline Prince. Prince Motors became a division of Nissan in 1966.

Prince sales never amounted to much in the U. S. Prince sold for example, 42 cars in 1963 and 13 in 1964, hardly a growth pattern. That was its last year in the U. S.

In 1966, Daihatsu and Isuzu made their first appearances in the U. S. market. The Daihatsu company was formed in 1907 to produce internal combustion engines, but did not build its own cars until 1954, when it introduced the three-wheeled Bee. In 1963, the Compagno line of four-wheel cars appeared, powered by 797-cc engines.

Daihatsu had a short run in the U. S. market, with not quite 100 cars registered from its introduction in 1966 to 1968, when it faded from the scene.

The Isuzu didn't fare much better in its first venture into the U. S. It, too, faded in 1968, with registrations of 148 in 1966, five in 1967 and seven in 1968.

But Isuzu returned to the U. S. market in 1976 in the guise of General Motors' Opel. GM had halted import of its German-built Opel and in 1976 began marketing a smaller Isuzu under the Opel name through its Buick dealers until 1979.

Isuzu Motors is the result of the 1937 merger of Jidosha Kogyo with Tokyo Gas and Electric to form Tokyo Jidosha Kogyo. T.G.E. had earlier, 1932-35, produced a car called the Chiyoda, mainly for the military.

- The name Isuzu predated that merger, however. Both companies had built trucks to government standards with the Isuzu name since 1934. After the merger, the Isuzu name was retained and used in place of Chiyoda and Sumida, a car built from 1933-37 by Jidosha Kogyo.

Isuzu is related by merger to Datsun, as Jidosha Kogyo was formed in 1933 by the merger of Ishikawajima and Dat Automobile Mfg. Co. Dat became a division of Tobata Imono Co., which sold Dat's Osaka plant to Ishikawajima in 1933. Jidosha Seizo Co. was formed from the remainder of Dat and its name was changed to Nissan in 1934, as noted earlier.

In 1942, Hino Motors was spun off from Jidosha Kogyo as an independent truck maker and the remainder of the company was revamped as Isuzu Motors in 1949.

Trucks had been Isuzu's major business, but in 1953 Isuzu acquired a license to build the Hillman Minx. In 1961, it replaced the Minx with cars of its own design.

In the '70s, General Motors acquired an interest in Isuzu (now 34 percent) and after it quit importing its German-built Opel it began importing Isuzus into the U. S. and marketing them under the Opel name. The first Japanese Opels went on sale in the U. S. in 1976.

Isuzu now is planning to market cars and trucks with its own name in the U. S. next year.

In late 1969, a new (to the U. S. Japanese nameplate appeared, the Subaru. It was a front-wheel-drive car with aluminum engine and was not an overnight success. Subaru branched out into four-wheel-drive cars and station wagons and its sales have grown gradually through the '70s and it is now the fifth largest selling import in the U. S.

Subaru is built by Fuji Heavy Industries, which was formed after World War II out of Nakajima Aircraft Co. Fuji has been building Subaru cars since 1958.

In late 1970, two more nameplates joined the Japanese ranks in the U. S., Honda and Mazda. These two makes were particularly interesting because of the technology they brought to the U. S. market. Honda is the only car on the market powered by a stratified charge engine, and Mazda is the only car nameplate to successfully market a Wankel-powered car.

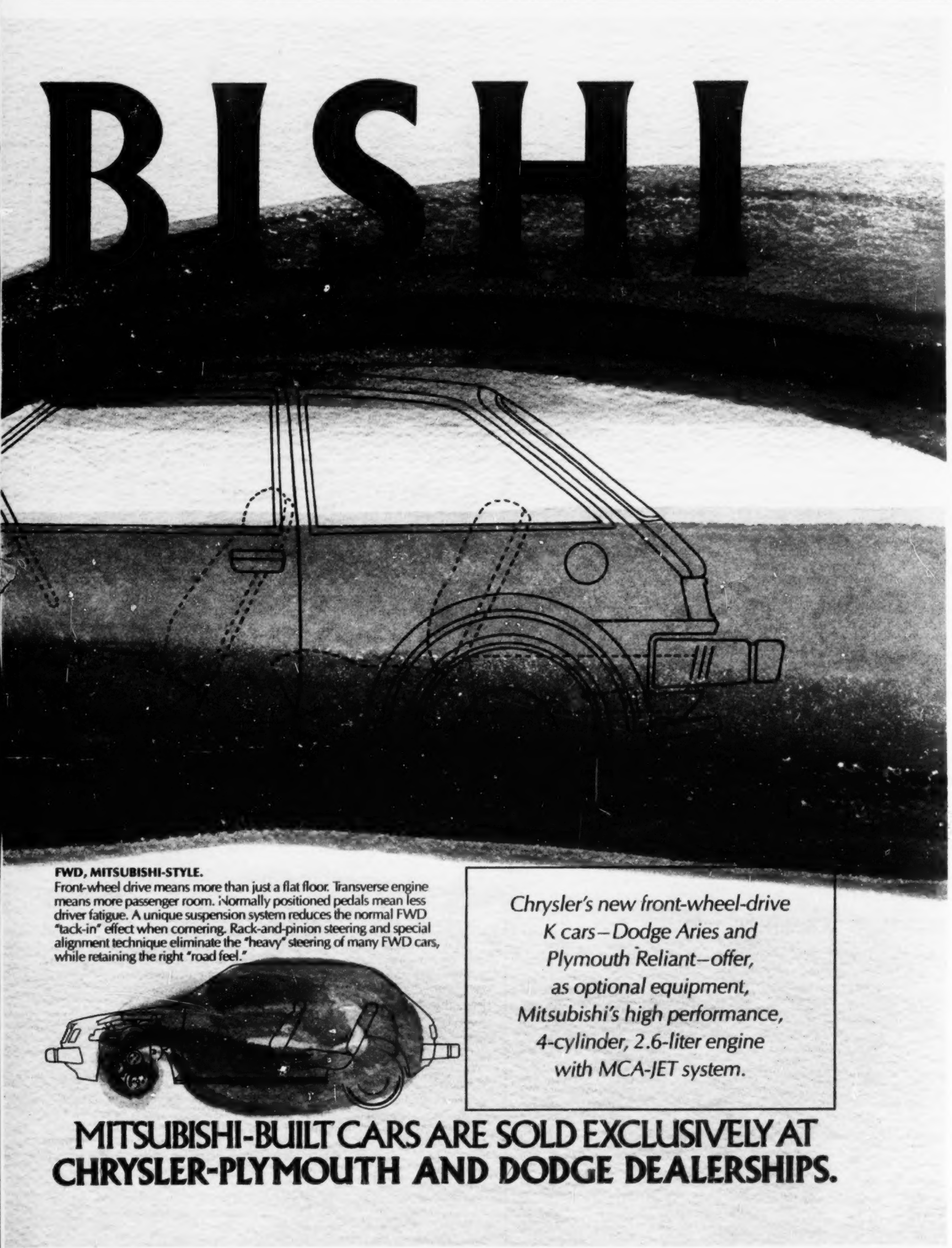
The Honda is built by Honda Motor Co., a relative latecomer to the automotive scene. Honda, of course, was better known for its motorcycles when in 1962 it began building cars.

The first Honda brought into the U. S. was the small 600 model, which carried a list price of $1,395.

Late in 1972, Honda grabbed the attention of Washington—and gained numerous champions in Congress and in the bureaucracy — by announcing that it could meet the tough 1975 exhaust emission standards without catalyst or afterburner with its new CVCC (Compound Vortex Controlled Combustion) engine.

The CVCC engine, which powered the Honda Civic, is a type of stratified charge engine. Its basic structure is the same

Continued on Page E-4, Col. 1



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Chrysler's new front-wheel-drive K cars–Dodge Aries and Plymouth Reliant–offer, as optional equipment, Mitsubishi's high performance, 4-cylinder, 2.6-liter engine with MCA-JET system.

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A post-World War II phenomenon

Japanese industry is young

Continued from Page E-3

as that of a conventional four-stroke engine, except that a small auxiliary combustion chamber around the spark plug and connected to the larger combustion chamber, is fitted to each cylinder. This auxiliary chamber has a small intake valve, in addition to the larger valve which feeds into the main chamber.

A small amount of rich mixture is supplied to the auxiliary chamber, while a large amount of very lean mixture is being fed into the main chamber. The overall mixture is very lean.

At the end of the compression stroke, there is a rich mixture around the spark plug, a moderate mixture at the connection of the auxiliary and main chambers and a lean mixture in the main chamber. Thus, the charge is stratified into three different conditions.

The rich charge around the spark plug is easily ignited and the burning of the moderate air-fuel mixture around the cutlet of the auxiliary chamber insures combustion of the lean mixture in the main combustion chamber. The larger, lean mixture burns more slowly and keeps the temperature of the burnt gas relatively high for a longer duration, burning hydrocarbons and carbon monoxide, but the temperatures do not peak at levels which cause formation of nitrogen oxides.

The Honda Civic had a Beetle-like look to it — rather unpretentious and even silly—and it was "good" environmentally. It also had a high level of quality — when Pontiac ran a quality study of the imports in the mid-'70s, it rated Honda first.

The result was that Honda climbed in the sales charts, particularly after introduction of the larger Accord, displacing Volkswagen in 1978 in the Number Three spot behind Toyota and Datsun.

- With the Mazda, Toyo Kogyo did what NSU-Prinz, Mercedes-Benz and mighty General Motors were unable to do—it developed a workable car powered by a Wankel-type rotary-piston engine.

Toyo Kogyo seems an unlikely company to beat the automotive giants in development of the Wankel. The company was originally involved with cork products, then started manufacturing three-wheel trucks in 1931. It did not produce cars until 1960.

Most of the early Mazdas were powered by four-cylinder engines. In 1967, it introduced a sports car powered by a twin-rotary Wankel engine capable of 120 MPH. The following year, a Wankel-powered sedan and coupe were added.

Mazda sales in the U. S. soared rapidly in the early '70s, but then collapsed after the Wankel engine was branded a gas-guzzler by EPA. Defenders of the Wankel say the label is unfair, because it compared Mazda rotary mileage with four-cylinder units of similar size. It should be compared with bigger engines, perhaps V-6s, they say, because its performance is comparable to larger powerplants. Indeed, performancewise, the Wankel is to a four as a V-8 is to a six.

After its disastrous U. S. sales slide in the mid-'70s, Mazda turned to more conventional engines. Introduction of its four-cylinder GLC started sales on a steep upward slope again and the line was spiced by introduction of the RX-7, a rotary-powered sports car which won high acclaim from the motor press.

Mazda is now firmly in fourth place behind Honda and followed by Subaru. Ford Motor Co. now owns 25 pct. of Toyo Kogyo, but Ford is not involved in the Mazda import operation.

- One of the first commercially manufactured Japanese cars was the Mitsubishi Model A, built from 1917 to 1921 and modeled after a Fiat of that period. After 1921 the company's plants were devoted to production of trucks, buses and, later, tanks.

In 1959, the company was reorganized as Mitsubishi Heavy Industries and began producing a small car powered by a two-cylinder engine. Mitsubishi later expanded its automotive offerings, including Jeeps, which it manufactured under license.

Mitsubishi entered the U. S. market in 1971—not as Mitsubishi, but as Chrysler Corp. Chrysler had purchased an interest (15 percent) in Mitsubishi and tnere was even talk of a merger of the firms. It began importing the Mitsubishi Colt in 1971 and marketed it under the Dodge name.

The Colt sold well for Chrysler and in later years it introduced other Mitsubishi cars and marketed them under Chrysler names—the Plymouth Arrow in 1976, the Plymouth Sapporo and Dodge Challenger in 1977 and the Plymouth Champ and Dodge Colt Hatchback in late 1978.

Chrysler has had marketing rights to Mitsubishi cars during the '70s, but with introduction of its own small cars, there have been recurring rumors that Mitsubishi would like to get out of the arrangement and set up its own organization in the U. S.

- In the first half of 1980, seven of the top 10 selling imports were Japanese and all of the top five were. Japanese cars accounted for almost 81 percent of import sales and almost 22 percent of all new-car sales in the U. S.

The Japanese assault on the U. S. import market which began in the late '60s was basically an assault on VW, which totally dominated that market. And it is true that total VW sales, domestic and import, do not come close now to Toyota, Datsun or Honda sales.

VW peaked in 1970, when it sold 582,569, still the highest total ever for an import in the U. S. Toyota's best year so far was 1979, when it sold 507,816. But in the first half of 1980, Toyota sales were up an incredible 23 percent over 1979, so it is clear that Toyota will challenge VW's record this year.

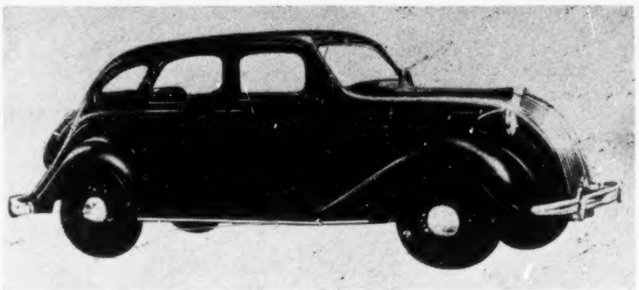
Now there are plans under way for at least two Japanese manufacturers, Honda and Nissan, to build assembly plants in the U. S., much as VW has done.

While there has been much talk lately of erecting trade barriers against Japanese cars, little is likely to come of it. GM and Ford Motor Co. are multinational corporations, as are many supplier firms, and would probably not like to see trade barriers going up instead of coming down.

In addition, while the loss of jobs in Detroit assembly lines is being blamed on Japanese imports, the importing of these cars provides work for many people at import dealerships and in the distribution networks.

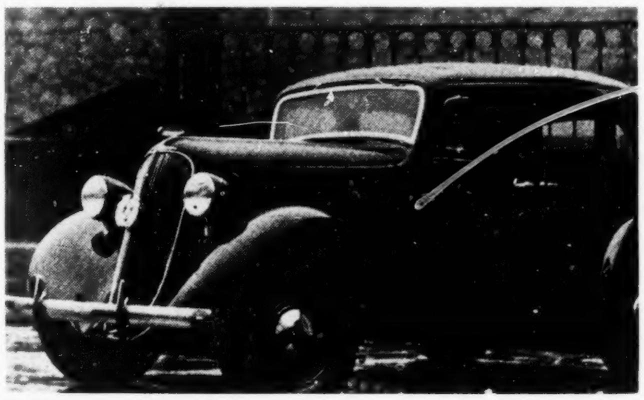
Perhaps most importantly, Detroit cannot provide small, fuel-efficient cars in the quantities which the public is now demanding.

If the Japanese were not here, we would have to invent them.



The first Toyota

This prototype Model A-1 was the first Toyota, built in 1935 by Toyota Automatic Loom Works. Toyota built cars based on this prototype, which in turn was based on the Chrysler Airstream of the mid-'30s. The cars were powered by 65-HP overhead-valve six-cylinder engines.



Chevy or Datsun?

This very American-looking car is a 1937 Datsun, produced by the then-recently formed Nissan Motor Co. Most of the Japanese cars of that era were based on U. S. or European designs.

SALES OF JAPANESE IMPORTS IN U. S. SINCE 1958

	Toyota	Datsun	Honda	Mazda	Mitsubishi	Subaru	Isuzu	Non-Japanese Imports	Total Imports
1958	274	52	....	....	....	....	....	378,191	378,517
1959	919	1,003	....	....	....	....	....	612,209	614,131
1960	769	1,294	....	....	....	....	....	496,722	498,785
1961	436	1,157	....	....	....	....	....	377,029	378,622
1962	311	1,812	....	....	....	....	....	337,037	339,160
1963	316	2,724	....	....	....	....	....	382,584	385,624
1964	471	6,791	....	....	....	....	....	476,869	484,131
1965	2,986	13,201	....	....	....	....	....	553,228	569,415
1966	17,423	21,037	....	....	....	....	....	605,946	644,580
1967	36,013	33,275	....	....	....	....	....	696,286	765,579
1968	71,846	40,760	9	....	....	2,884	....	820,794	936,300
1969	127,018	60,872	51	....	....	2,406	....	925,150	1,115,497
1970	196,749	104,067	4,159	2,083	....	5,591	....	949,851	1,262,500
1971	294,850	188,029	12,509	19,630	28,381	14,162	148	976,075	1,533,636
1972	295,915	192,707	20,500	57,850	34,057	24,056	5	972,363	1,597,448
1973	289,378	235,449	38,931	119,003	35,523	37,793	7	1,004,333	1,760,410
1974	238,909	283,909	43,119	66,796	42,925	22,280	....	765,871	1,463,035
1975	283,909	253,192	102,383	65,351	60,356	41,587	....	773,786	1,580,564
1976	346,920	270,103	150,929	35,383	78,972	48,928	....	568,065	1,499,300
1977	493,048	338,378	223,633	50,609	121,262	80,826	29,067	734,277	2,071,100
1978	441,800	338,096	274,876	75,309	103,292	103,274	19,222	644,631	2,000,500
1979	507,816	472,252	353,291	156,533	138,053	127,871	13,815	560,321	2,327,932

Nader urges NHTSA to set crash protection at 50 MPH

WASHINGTON. — Ralph Nader is asking NHTSA to raise its safety standard for automobile crash protection from 30 to 50 MPH.

The technology to do this has already been demonstrated, Nader said, and "given the continuing shift to small cars I think a 50-MPH safety standard is going to be needed."

Nader estimated that were a 50-MPH standard adopted "more than 75 percent of all projected occupant fatalities could be avoided and 80 percent of all societal costs in frontal automobile crashes saved."

NHTSA has previously shown in its research activities that a 50-MPH standard is feasible. Why, Nader asked Joan Claybrook, has there been no movement on a recommendation made as long ago as 1973?

Immediately after NHTSA issued its 30-MPH safety standard, it should have issued a notice of proposed rulemaking for a 40-MPH and 50-MPH standard, Nader said.

"If you had done this, you would have precluded even the most exaggerated leadtime excuses of the auto industry," he said.

No further time should be lost, Nader said. "You, together with the Secretary of Transportation, are the trustees of the safety of millions of Americans on the highway. The practical technology (air bags) has long been available; the industry has recognized this fact.

"Safety also is the best investment both for motorists and society. It is unconscionable not to further implement the federal motor vehicle safety standards in this area," he said.

Nader wants NHTSA to implement a 40-MPH safety standard by September, 1984, and the 50-MPH standard by 1986.

Forty-MPH protection has already been demonstrated in some 1980 production cars, he said (GM's X-cars and others). "Were you to adopt it we could save at least 157,000 lives during the 1985-2000 period. A 50-MPH standard would save even more lives," Nader said.

Nader said advanced passive restraint systems will work in smaller cars.

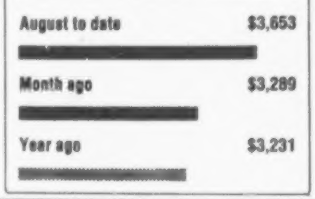
Model breakdown

Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,354	$5,662	$5,821
1979	5,027	4,900	4,650
1978	3,786	3,631	3,501
1977	3,234	3,046	2,981
1976	2,478	2,214	2,328
1975	1,803	1,711	1,772
1974	1,341	1,240	1,343
1973	931	968	1,084
Overall Average	$3,653	$3,289	$3,349

Used car sales

Auction averages



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But 102,963 total trails year-ago period

Auto output climbs 37 pct. for week

By Michele Raquepau
Staff Writer

Production of 102,963 autos last week by U. S. makers increased 37.88 percent over the 74,674 of the previous week.

Last week's output was 23.72 percent below the 134,982 units assembled in the comparable 1979 week.

The year's cumulative production of 4,181,579 is a 29.46 percent drop from the 5,928,199 cars built by this date in 1979.

American Motors produced 3,571 autos last week. AMC has 2.73 percent of yoar-to-date production.

Chrysler Corp., which built 9,700 cars last week, has 9.30 percent of the year's total.

Ford Motor Co. assembled 20,106 units, and has 19.21 percent of total output this year.

The 65,677 autos General Motors built last week brought the company's share of year-to-date output to 65.31 percent.

Volkswagen of America produced 3,822 cars last week, and has 3.41 percent of the year's cumulative total.

Checker, which produced 87 units last week, has 0.04 percent of year-to-date production.

Last Friday was the final day of production for VWoA before it closed for model changeover. Its Westmoreland plant will be down until Sept. 22.

All Ford auto assembly plants are scheduled to work regular hours this week.

One line at AMC's Kenosha point will be down this week, temporarily idling 2,350 workers. The number of workers on indefinite layoff at Kenosha is 438.

Chrysler's Lynch Rd. point will remain down this week for changeover to 1981-model production.

GM's Doraville and Leeds plants begin 1981-model output today, leaving Framingham the only GM point down for model changeover.

Year-to-date truck output trails last year by 56 pct.

Truck production last week was 12,464, down 41.70 percent from the previous week's 21,378 and down 69.60 percent from the 40,986 of the comparable 1979 week.

The year's cumulative output of 1,008,137 is a 56.34 percent fall from the 2,309,206 trucks assembled by this date in 1979.

Ford Motor Co. produced 3,542 trucks last week, and the company has 35.22 percent of the year's total output.

International built 2,115 units, and has 4.08 percent of year-to-date production.

The 362 trucks Chevrolet assembled last week brought the division's share of the year's total to 29.33 percent. GMC built 788 last week, and has 10.41 percent of the year's cumulative total.

Chrysler Corp.'s output last week of 2,000 units brought the company's share of the year's production to 8.79 percent.

Mack built 340 trucks, and has 1.59 percent of the total.

The 1,905 Jeeps built last week gave the company 5.30 percent of year-to-date production. AM General Corp. produced 238 units and has 0.62 percent of the total.

Miscellaneous truck makers assembled 628 units last week and have 2.66 percent of the year's production.

Volkswagen of America built 546 trucks last week. VWoA has 2.00 percent of year-to-date output.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHEVROLET	362	16,111	1,230	7,070	731,890	295,669
DODGE/PLYMOUTH	2,000	1,248	1,341	3,856	257,537	88,575
FORD	3,542	11,667	13,232	41,864	807,837	355,024
GMC	788	5,031	1,155	5,219	247,730	104,937
INTERNATIONAL	2,115	2,810	2,076	8,734	92,528	41,144
MACK	340	562	479	1,143	25,328	16,060
JEEP	1,905*	2,400*	900*	2,285*	101,476*	53,390*
AM CORP.	238*	457*	428*	1,567*	16,471*	6,289
VOLKSWAGEN	546	....	647	2,522	....	20,196
MISCELLANEOUS	628*	700	600	2,542*	28,400	26,853*
Total Trucks, U. S.	12,464	40,986	21,378	76,802	2,309,206	1,008,137

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHRYSLER CORP.	1,600	....	1,115	6,101	40,108	29,381
FORD MOTOR	3,660	3,195	3,112	9,761	163,220	119,935
GENERAL MOTORS	5,324	5,906	1,780	12,645	195,328	162,319
AMERICAN MOTORS	....	1,059	....	....	38,802	11,644
INTERNATIONAL	475	471	473	1,888	14,083	11,212
MACK	32	57	28	86	2,501	1,503
Total Trucks, Canada.	11,091	10,688	6,508	30,481	454,042	335,994
N. American Trucks	23,555	51,674	27,886	107,283	2,763,248	1,344,131

†—Now includes van production *—Estimated
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
AMERICAN MOTORS	3,571*	5,000*	4,286*	16,873*	110,325*	114,021*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	9,700	18,366	8,629	31,817	626,005	388,722
Plymouth Total	4,300	7,218	3,642	14,135	251,566	176,950
Horizon	3,350	3,398	3,133	12,168	114,689	105,849
Volare	....	3,119	....	....	130,321	51,740
'80 Gran Fury	....	471	....	....	823	13,311
Caravelle	100	230	123	338	5,733	4,421
Reliant	850	....	386	1,629	....	1,629
Chrysler Total	1,200	4,033	1,224	4,123	132,124	51,943
Chrysler	....	1,838	....	....	63,511	11,516
LeBaron	1,200	2,195	1,224	4,123	68,613	40,427
Dodge Total	4,200	7,115	3,763	13,559	242,315	159,829
Omni	2,750	2,682	2,648	9,927	101,492	90,989
St. Regis	....	785	....	....	20,926	10,724
Diplomat	700	1,210	652	2,139	31,976	19,724
Aspen	....	2,438	....	....	87,921	36,899
Aries	750	....	463	1,493	....	1,493
FORD MOTOR	20,106	34,404	15,627	67,148	1,495,536	803,437
Ford Division	13,501	23,636	9,461	42,637	993,183	584,788
Pinto	....	4,057	....	....	129,136	68,179
Mustang II/Mustang	5,459	6,896	3,336	17,385	263,433	162,687
Fairmont	2,551	2,546	....	8,774	143,241	157,107
Granada	1,785	4,618	1,273	4,618	111,254	54,030
LTD II	....	....	....	....	22,746	....
Thunderbird	....	3,508	2,249	2,249	195,157	79,632
Ford	1,680	2,011	1,680	6,143	128,216	59,685
Escort	2,026	....	923	3,468	....	3,468
L-M Division	6,605	10,768	6,166	24,511	502,353	218,649
Mercury Total	4,973	7,999	4,507	18,713	396,440	192,742
Bobcat	....	922	....	....	34,412	12,445
Capri	1,606	1,896	993	6,009	76,885	47,900
Zephyr	891	567	....	3,204	45,360	51,020
Monarch	....	1,183	....	....	49,162	16,409
Cougar/XR7	570	1,580	2,263	3,372	109,633	29,129
Mercury	1,288	1,851	955	5,075	80,988	34,786
Lynx	618	....	296	1,053	....	1,053
Lincoln Total	1,632	2,769	1,659	5,798	105,913	25,907
Lincoln	742	1,218	748	2,637	52,695	10,548
Versailles	....	337	....	....	9,563	1,861
Mark VI	890	1,214	911	3,161	43,655	13,498
GENERAL MOTORS	65,677	72,462	41,666	193,316	3,574,130	2,730,817
Buick Division	11,253	12,130	7,801	28,716	521,019	524,654
Skyhawk	....	310	....	....	16,396	....
Skylark/'79-'80	3,842	2,599	2,673	12,154	66,082	150,809
Century	2,116	1,563	1,541	4,943	35,002	112,507
Regal	2,162	4,114	1,737	5,535	184,037	135,120
Buick	2,545	3,031	1,721	5,363	181,563	97,738
Riviera	588	513	129	721	37,939	28,480
Cadillac Division	3,091	1,875	1,241	4,332	243,050	129,087
Seville	615	146	117	732	30,742	21,997
Cadillac	1,643	843	907	2,550	163,955	72,816
Eldorado	833	886	217	1,050	48,353	34,274
Chevrolet Division	28,624	35,120	19,557	97,535	1,577,592	1,170,849
Chevette	8,000	9,091	8,835	37,386	279,793	315,717
Monza	2,990	2,947	2,867	12,671	106,529	115,246
Camaro	1,869	3,973	864	3,055	191,296	82,498
Nova/Citation	8,205	7,638	2,583	26,562	188,169	313,916
Malibu	1,911	3,931	927	4,343	275,350	170,597
Monte Carlo	2,469	2,144	760	3,470	164,288	63,920
Chevrolet	2,400	4,397	1,918	6,697	338,713	79,191
Corvette	780	999	803	3,351	33,454	29,764
Oldsmobile Division	12,203	15,231	4,914	22,301	715,708	516,701
Starfire	....	355	....	....	14,391	....
Omega/'79-'80	4,364	1,168	1,237	7,712	30,874	81,962
Cutlass	2,895	10,484	1,034	6,729	363,678	260,221
Oldsmobile	4,561	2,765	2,643	7,477	270,326	149,019
Toronado	383	459	....	383	36,439	25,499
Pontiac Division	10,506	8,106	8,153	40,432	516,761	389,526
Acadian†	120	16	70	558	12,756	14,809
Sunbird	3,486	2,242	3,442	14,315	69,301	103,898
Phoenix/'79-'80	1,060	2,133	738	12,283	52,750	96,962
Firebird	1,347	3,133	576	2,084	139,872	53,614
LeMans	1,345	556	1,226	3,705	63,001	38,316
Grand Prix	2,350	5	2,101	6,525	64,189	41,965
Pontiac	798	21	....	962	114,892	39,962
VOLKSWAGEN	3,822	4,645	4,380	17,569	118,959	142,665
CHECKER	87*	105	86	347	3,244	1,917
Total Cars, N. S.	102,963	134,982	74,674	327,070	5,928,199	4,181,579

CANADIAN CAR PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHRYSLER CORP.	2,320	1,814	1,855	6,587	77,926	45,165
FORD MOTOR	6,196	4,203	5,827	22,228	212,510	172,304
GENERAL MOTORS	4,806	8,377	2,399	10,200	378,176	322,289
VOLVO	225	180	....	275	5,612	6,603
Total Cars, Canada	13,547	14,574	10,081	39,290	674,224	546,361
N. American Cars	116,510	149,556	84,755	366,360	6,602,423	4,727,940
N. American Trucks	23,555	51,674	27,836	107,283	2,763,248	1,344,131
North American Cars and Trucks	140,065	201,230	112,641	473,643	9,365,671	6,072,071

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Car, truck targets for month trail 1979 in Canada

Forecasted auto and truck production by Canadian makers in September is a decline of over 3 percent from 1979's output.

Projected car production of 76,063 this September is a drop of 3.99 percent from the 79,221 units assembled in September of 1979.

Only Ford Motor Co. and Volvo plan to build more cars this September than last. Ford has scheduled 21,568 units for the month, a 5.60 percent increase over the 20,425 it produced last September. Volvo plans 700 autos, a rise of 21.74 percent over the 575 of September, 1979.

Chrysler Corp.'s scheduled 10,080 cars is a decline of 29.14 percent from the 14,226 of last September. General Motors plans to build 43,715 autos in September, a slight drop of 0.64 percent from the 43,995 it produced in the month last year.

Canadian truck makers have scheduled 42,559 units for September, a decline of 3.38 percent from the 44,052 of September, 1979. Only Chrysler, Ford and International plan to build more trucks this September than last.

Chrysler has scheduled 6,720, a 78.39 percent jump from the 3,767 trucks it produced in September, 1979.

The 11,760 units Ford plans to assemble is a 2.72 percent rise from the 11,449 it built in the month last year. International's schedule of 1,743 is a 26.03 percent increase over the 1,838 produced in September of 1979.

General Motors plans to build 22,176 trucks in September, a drop of 3.94 percent from the 23,083 of last September. Mack intends to assemble 160 trucks, a 55.31 percent decline from the 358 of September, 1979.

American Motors' Brampton plant, which is being converted to production of cars, produced 4,010 trucks in September of 1979.

Auto production last week of 13,547 rose 34.38 percent over the 10,081 of the previous week, but declined 7.05 percent from the 14,574 of the comparable 1979 week.

The year's cumulative auto output of 546,361 is a 18.96 percent slide from the 674,224 units produced by this date in 1979.

Last week's truck production of 11,091 jumped 70.42 percent from the 6,508 built in the previous week, and rose 3.77 percent over the 10,688 of the comparable 1979 week.

Year-to-date truck production of 335,994 is a 26.00 percent decline from the 454,042 assembled by this time in 1979.

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Detroit, September 8, 1980

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Dealer discount 12 pct. on base model; 16 pct. on others

Escort starts at $5,158

By Robert W. Irvin
Editor-at-Large

Ford Motor Co. announced today the new Escort front-drive subcompact will have a base price of $5,158 for the three-door model with 1.6-liter engine and a manual transmission.

"This is the lowest base price of any front-drive car made in America," said Bennett E. Bidwell, vice president in charge of the car and truck group at Ford.

The new Dodge Aries and Plymouth Reliant, the compact Chrysler K-cars, will have a base price of $6,192 for the two-door model. Chevrolet's Citation, another front - drive compact, has a base price of $6,148 for the three-door model. The Dodge Omni, a subcompact five-door, will have a $6,018 base price.

Ford Chairman Philip Caldwell, who announced the Escort prices, said the four-door liftgate (wagon) model will have a $5,731 base price.

The base three-door Escort will carry a 12-percent dealer discount and will probably account for about 5 percent of sales, according to Bidwell.

Chevrolet has the same 12-percent discount on the Chevette Scooter price leader. The Chevette Scooter, a rear-drive car, will have a base price of $4,672 in 1981. The regular three-door Chevette has a $5,233 base price, with a 15-percent discount.

Caldwell said the other Escort three-doors will be priced at $5,494 for the L series, $5,838 for the GL series, $6,476 for the GLX series and $6,139 for the SS series. Comparable prices for the wagon are $5,814 for the L, $6,178 for the GL, $6,799 for the GLX and $6,464 for the SS.

Caldwell said the companion Mercury Lynx will have a price of $5,603 for the base three-door and $5,931 for the base wagon. Other prices include $5,903 and $6,235 for the GL models; $6,642 and $6,914 for the GS; $7,127 for the LS three-door, and $6,223 and $6,563 for the RS models.

Bidwell said aside from the base Escorts, the other Escort/Lynx cars would carry a 16 percent dealer discount. He said the L and GL Escorts would account for 75 percent of volume, the base model 5 percent.

The prices are all for the 1.6-liter engine, the only one available now because its 30-MPG city mileage rating is better than the 1.3-liter Ford had wanted to make the base engine. Bidwell said if the 1.3 is offered later, it will probably be at a lower price. The automatic transmission will be priced at about $340, he said.

Caldwell also announced that prices of the redesigned Granada would be $6,280 for the two-door and $6,437 for the four-door. He said the companion Mercury Cougar would be priced at $6,341 for the two-door and $6,498 for the four-door.

Ford has also changed the dealer discount on these and its other cars. The discount on the small cars—Mustang/Capri, Fairmont/Zephyr—is going from 15 to 16 percent. The Granada/Cougar is going from 17 to 18. The Thunderbird/XR-7 will go from 19 to 18. The LTD-Marquis from 22 to 18 and the Lincolns and Marks from 25 to 19. Option discounts will be 18 percent.

Showroom profits
Extra section included in this issue.

Early Chrysler K-cars wear sizeable stickers

By Joseph Bohn
Marketing Editor

When Jerry Pyle, Chrysler's vice president of sales, observed that "We at Chrysler are damn hungry, and we're about to eat"—he wasn't kidding.

Chrysler is carving a meal-and-a-half from its new K-cars.

They're pretty, but they ain't cheap.

Rick Thompson, general manager of Thompson Chrysler-Plymouth, Southgate, Mich., ordered a station wagon where "we X-ed every box (optional equipment) and got over $11,000. You were hard pressed to get a LeBaron wagon that high last year."

Thompson has received three two - door Reliant coupes. One, with only three options (power brakes, AM/FM stereo and vinyl roof—no automatic transmission, air or anything else) stickered at $7,362. Another, without air, but having automatic transmission and speed control in addition to a few basics, stickered at $7,906.

Thompson observed, "That's crazy," but added, "Everybody's prices are crazy — not just Chrysler's."

The K-cars, as expensive as they are, are priced right with GM's X-bodies, making the high price syndrome endemic in the industry this year.

Added Thompson, "The people we see buying cars — the percentage of discretionary income they're allocating to a new car is so high—a lot of them are saying we can't do it, or we won't do it.

"For 50 percent of the people their car payment exceeds their house payment."

A well - equipped $10,000 K-body wagon, for example, with a 36-month payment schedule, would yield payments of $380 a month.

• Interestingly, there's only about a 10 percent markup for the dealers, too.

For example, a K-body stickered at $9,981 has a dealer invoice of $8,918, leaving a margin of $1,063.

People who have been used to

Continued on Page 45, Col. 1

The Honda-BL effort

A Japanese Ballade

Just introduced in Japan is the Honda Ballade. This model will be produced in Britain by BL, starting next summer, probably under a Bounty nameplate. The Ballade is based on Civic mechanicals, with 1.3 or 1.5-liter engine. BL will build the car with 1.3-liter engines only. Wheelbase is 91.3 inches, same as the Prelude. Overall length is 161 inches (same as Prelude), compared with 148 for the Civic and 171.9 for the four-door Accord. Related story on Page 3.

breaking news

Cimarron—new Cadillac J-car?

DETROIT.—The new subcompact Cadillac, due to be introduced next year, may be called the Cimarron. The car will be built off the new front-drive J-car body which will be introduced next spring by Chevrolet and Pontiac as replacements for the Monza and Sunbird.

Natural gas to fuel Canadian cars

CALGARY, Alta.—A new Canadian firm, CNG Fuel Systems, Inc., plans to promote the use of compressed natural gas as motor fuel and offer it through existing service stations within three years. The main development effort will be in Alberta, which has large supplies of natural gas. The new company is headed by Judd Buchanan, a former senior Cabinet minister.

Ford tags $73 million for sporty Escort

OAKVILLE, Ont.—Ford Motor Co. will spend about $73 million at its St. Thomas plant, beginning in December, to

See BREAKING NEWS, Page 49, Col. 1

GM chairman sees car sales rising 7.5 pct. to 10 million for model year

Murphy predicts an upturn but no boom for '81

DETROIT.—In his annual assessment of the upcoming model year, General Motors Chairman Thomas A. Murphy sees a modest upturn in car and truck sales but certainly no boom time for the depressed motor vehicle industry.

His prediction for the 1981 model year is 13 million new units—10 million cars and 3 million trucks. This compares with 12.1 million for the 1980 model year on 9.3 million cars and 2.8 million trucks.

Murphy's forecast is up 7.5 percent on cars and 7.1 percent on trucks. His car-truck estimate shows a gain of 7.4 percent.

He believes, however, that the sales pace will show a gradual acceleration during the year and that the rate should be in excess of 14 million units annually by the end of the 1981 model year.

Murphy anticipates "some reduction" in the sales penetration of imported cars in the 1981 model year "as a result of the outstanding fuel - efficient and demand - responsive new cars coming from all of the domestic manufacturers."

He puts imports at more than 25 percent of sales for the 1980 model year.

In his statement, Murphy reviewed the problems that have wracked the industry during the past year, but he also pointed to some bright spots for the future.

He said that the industry, now emerging from one of the most turbulent and difficult periods in its history, will be embarking on a period of renewed growth and opportunity in the forthcoming 1981 model year.

• The problems have been many and severe. He mentioned the abrupt shift in 1979 in the mix of vehicles chosen by buyers in the wake of the energy situation following the Iranian revolution and noted that 1980 sales were further buffeted by a downturn in economic activity and the imposition of credit restraints.

"The resultant slack vehicle demand," he said, "forced curtailment of production to the lowest level in nearly two decades. The depressed financial results of the individual companies illustrate the pressures under which the industry has been operating."

However, Murphy said, prospects for the return to a stronger demand pattern have improved in the past two months. He said the worst of the recession has passed and an upturn can be expected before the end of the year.

"Interest rates are substantially below the record levels reached earlier in the year and credit availability has improved substantially," he said.

"The principal surveys of consumer confidence indicate an improving outlook for the economy in the coming year and—more importantly—for plans to purchase durable goods; including automobiles.

"Further, after being depressed by the same factors which affected new-car sales, used-car prices and sales have rebounded strongly in the past three months—a development that typically translates into better new-car sales within a very short time."

Anticipation of improved motor vehicle demand is justified

Continued on Page 47, Col. 4

NEWSPAPER

Automotive News® EXTRA

Monday, Sept. 8, 1980

SHOWROOM PROFITS

Factory pre-tax margin above dealers'

Pushing iron: It's a Herculean task

By Edward Lapham
Financial Editor

Dealer profitability is always a problem, but particularly so in today's tough market where pushing iron is akin to a Herculean task.

As the accompanying graph illustrates, the factories' pre-tax profit margins over the past decade, while strained during certain periods, were always well above the dealers' margins.

Last year, the factory margin slipped further, to 3.5 percent from 8.7 percent in 1978 and 9.0 percent in 1977. The dealer margin slipped to 1.5 percent from 2.2 percent in 1978 and 2.15 percent in 1977.

All of the old maxims, relationships, wise sayings and other relics of the past have been relatively worthless in the new decade; for the first time in recorded history, the dealer margin in 1980 is likely to be better than the factory—in spite of the number of dealership failures and the bleak sales outlook through the normally strong introduction period.

For the first six months of 1980, the dealer pre-tax profit margin slipped further, to 0.7 percent, but with losses reported by General Motors, Ford, Chrysler and American Motors, the factory margin plummeted to a minus 4.3 percent.

It is possible that a smattering of black ink by GM in the fourth quarter will improve that margin, but Wall Street analysts believe that, overall, it is still going to be a losing year for the factories.

Of course, there are the usual differences in measuring pre-tax profit (or loss) margins, like a dealer's ability to have other corollary businesses which complement his sales/service operations. The dealer can, in fact, offset showroom losses by selling and installing add-on equipment.

Different techniques

Different techniques work differently for different situations, dealers report. Some say that more than ever they push undercoating, radios and pinstriping. Others say they don't "fool" with that type of item "because a dealer should concentrate his efforts on selling the factory's product."

Leasing, touted by many, just doesn't work for others. Some dealers emphasize finance and insurance operations, while others report that they have terminated their F&I managers because they just can't "make any money with a negative usury margin."

Regardless of a dealer's position on any of the "extras," it is clear that more sales are the only real "key" to more profits; for the dealer who ignores extras the relationship is obvious and for the dealer who thrives on frills more volume means more extras.

And, like so many basic rules, it is obvious that more sales require more customers willing to buy with either the cash or credit necessary.

Karl Singer, Karl Singer & Associates, Dallas said a contemporary "hot" area is the subject of customer equity, that is, the downpayment.

"Dealers do not know how to develop customer equity," said Singer, whose firm helps dealers analyze operations and make necessary profit-motivated changes.

"One of the greatest challenges facing the retail industry today is the required change in vehicle merchandising habits," he said.

Merchandising habits

The need for a change in merchandising habits becomes apparent, Singer said, when dealers take a good look at their operations and realize that "between 80 and 90 percent" of all sales opportunities "involve a finance-related prospect."

This fact has evolved from market changes which have put 50 million Americans between the ages of 24 and 36 in the "automotive purchase band." Increased numbers of two-income families plus increased market impact by single and divorced women means the need for change "will reach unprecedented levels," Singer said.

'Since last October, the retail industry has been preoccupied with the cost of both retail and wholesale money," he said. "This preoccupation has blinded some dealers to a core problem of increasingly poor write-up/delivery ratios. This problem began long before last October."

Singer said floor traffic is not off as much as many dealers maintain.

"The critical problem centers around the fact that in most volume dealerships, between 35 and 50 percent of the bona-fide finance-related write-ups are not being delivered," he said. "The solution of this crisis begins with a firm fact of life: The average customer has the cash to allocate to the purchase although most dealerships seem incapable of obtaining it."

More customer equity

Singer claimed his firm has developed a method for training salesmen to extract more customer equity, which in turn enables the dealership F&I manager to sell the retail paper, either to the factory's captive finance arm or to another source.

"Customer equity, as many other areas of our business, is a state of mind," he said. "How many dealers, whose colleagues are volume-merchandising products in the Chevrolet, Ford, Pontiac, Oldsmobile and standard import price classes, would believe that some of them are securing direct customer cash averaging some $1,800 per new-vehicle finance contract and $1,300 per used-vehicle contract?"

Singer has many programs for big-volume dealers which he claims will capture incremental and marginal sales in conjunction with dealership F&I programs. He said most dealership sales departments can be trained to extract more cash.

"Like anything else successful," he said, "It takes an organized approach with professional installation."

His emphasis on F&I was not unique, because of that obvious need to find customers with cash or cash for customers.

Wayne R. Lynn, World Service Life Insurance Co. vice president, said one thing a dealer can do in the current market is

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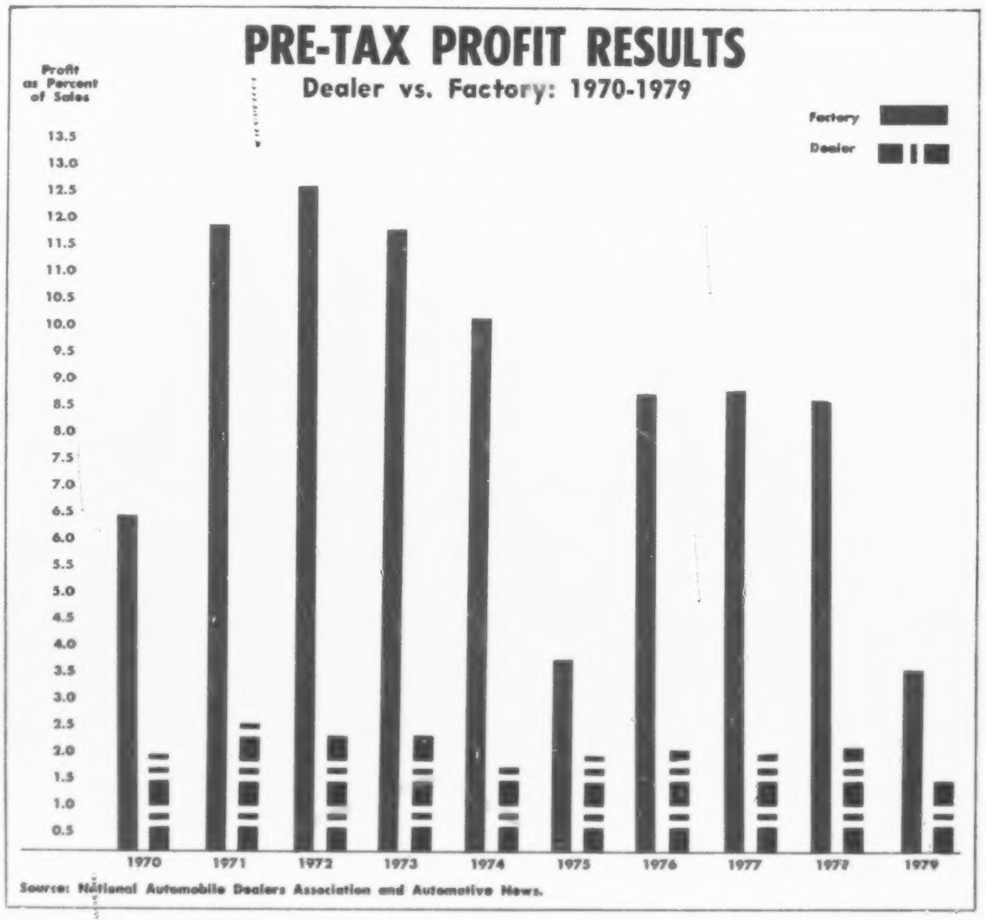
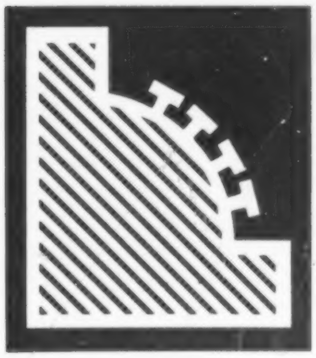


PRE-TAX PROFIT RESULTS

Dealer vs. Factory: 1970-1979

Source: National Automobile Dealers Association and Automotive News.



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Pushing iron: It is a Herculean task

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to make sure he doesn't worsen his situation by terminating his F&I manager.

"From our experience, a dealer invariably exacerbates existing financial problems when he terminates his F&I manager," Lynn said. "Yet, that is frequently one of his early actions in a serious sales slump."

Lynn feels so strongly about this matter that he recently sent a letter to all WSL dealer clients advising them of the risks inherent in terminating F&I managers.

The letter warned dealers that the arguments for termination, which generally include reduced new-car sales rate, high discount rate, prevalence of cash buyers or finance source reluctance to finance add-ons, are fallacious.

Keep F&I managers

Lynn said six points are worth considering in defense of retaining F&I managers.

First, Lynn said, the F&I manager "is the best-qualified person" in the organization to obtain financing for marginal cases through "creative" deals for the buyer who may be short of cash or have marginal credit.

Second, it may be better to have the F&I manager double up some duties "with fleet and leasing, daily rental, even retail sales." A dealer would be "money ahead by terminating a marginal salesman or two, who are selling only to walk-ins, and letting the F&I manager handle some floor traffic," Lynn said.

Third, Lynn believes the "particular forte of a good F&I manager" is his ability to get lenders to advance insurance premiums and other add-ons which are important to profit-troubled times.

Fourth, the insurance executive said, many F&I managers have been trained to properly shape a deal to fit the circumstances of a particular customer.

He agrees with Singer that convincing the customer to "look to non-conventional sources for additional downpayment money" is important in many deals, but he maintains that a good F&I manager will know when, for profit purposes, it is best to encourage a heavier finance load from particularly credit-worthy customers.

Fifth, since Lynn maintains that fewer than 10 percent of buyers are "bona-fide cash customers," a trained F&I manager can mount a "consistent, effective effort" to convert the buyers who obtain outside financing in order to pay cash at the dealership.

Finally, he recommended that alternate compensation plans, such as salary plus bonus, can be used on a short-term basis to keep F&I managers on staff even though a high discount/low usury squeeze may have "eliminated" income opportunities under other plans.

"All this means that your best chance of delivering a sold car comes through your F&I manager who successfully sells dealer financing," Lynn said.

Naturally, there are a variety of suppliers, vendors and consultants who have products or services to offer which they believe can help new-car dealers through the difficult times.

NADA services

There also are the NADA 20 Groups, comprised of about 20 same-make dealers of approximately the same size, which provide forums for airing and solving common problems.

NADA still offers many other services which, like Sales-Trak and Shop-Trak, have proved popular and helpful to many dealers.

These informational services, provided to members, are aimed at improving a dealer's ability to adjust or control his business environment. There also are management guides for such areas as forecasting, auditing techniques, balance sheet management, pay plans and even dealership location analysis.

The trick, of course, is to weather the economic storm, even with thin margins, in order to survive long enough to enjoy the improved market which will follow.

The object is to make as much money as possible by pushing as much iron as possible. To do that, dealers, more than ever, are going to have to develop their individual ways of building financial strength.

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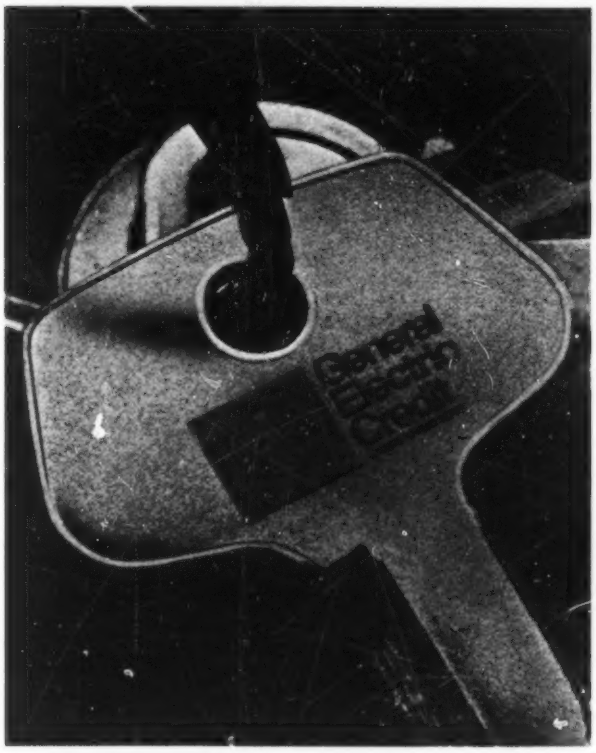

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One of the biggest names in almost everything.

SERVICE INDEX

105.4*

	July, '80 vs July, '79	7 mos., '80 vs. 7 mos., '79
Gross Profit on All Labor and P&A Sales	+ 8.2%	+ 1.2%
Repair Orders Written	− 0.8%	−10.9%
Total Labor Sales (Customer & Warranty)	+ 5.4%	+ 0.8%
Shop Parts Sales (Customer & Warranty)	+ 8.8%	− 1.0%
Sales of All P&A	+ 6.8%	− 2.3%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1980, was 105.4 percent of business in July, 1979. Service business in the six months of 1980 was 96.0 percent of business in the corresponding period in 1979.

Predicasts sees annual sales of 900,000 by 1995

Electric-car sales forecast electrifying

CLEVELAND. — The infant U. S. electric car market—currently inching along at less than 2,000 cars per year—will reach 100,000 by 1990 and an astonishing 900,000 by 1995, says Predicasts, Inc., the business information and market research firm.

Batteries & Electric Vehicles, a study of the industry by Predicasts' Research Group, targets the major market at two-three car families who use their extra car for short-range driving.

Predicasts' analysts calculate that if the vehicles now owned as second or third cars—35 million in 1979—were converted to electric power, U. S. oil consumption would drop by more than 5 percent.

Although the study notes that at present "only a fringe element of curious individuals have been willing to purchase an electric car," it says demand will gather momentum toward the end of this decade.

Predicasts' researchers attribute this growth to several factors: Energy availability and cost, which will begin to spur demand in the mid-1980s, and the Electric and Hybrid Vehicle Demonstration Act of 1976. The act authorizes $160 million to be spent over a five-year period, providing financial incentives and substantially reducing the risk to participating firms.

Predicasts expects this research and development to result in battery upgrading that will reduce both initial and maintenance costs while improving reliability, range and charging characteristics.

$14 billion value

U. S. shipments of electric passenger cars will be valued at over $14 billion by 1995, according to Predicasts. At that time, the total number of electric vehicles produced—including commercial, industrial and golf cars as well as passenger cars—will reach 1.6 million, bringing the number in use to four million, the company said.

Although U. S. production of electric autos is expected to skyrocket, the majority of this growth will not occur until the following decade, according to Predicasts. Because of the shift from existing technologies (i.e., the internal combustion engine) and the poor financial position of most U. S. auto manufacturers, American producers will fail to meet demand in the late 1980s.

Predicasts expects imports to capture 60 percent of the electric vehicle market during this period. However, domestic capacity will increase dramatically in the early 1990s, permitting U. S. manufacturers to rebound to a 70 percent market share, the firm said.

Predicasts projects that primary battery shipments will gain market share until 1987 but slide thereafter as the electric

Continued on Page E-17, Col. 1

Electric vehicle group charts output capacity

A trade group's extensive survey of electric vehicle production, back orders and capacity indicates strong growth of interest among individuals and businesses in buying electrics.

The Electric Vehicle Council compiled data through a phone survey of domestic EV makers and related firms. It shows that 2,212 of the 2,524 EVs built have been sold. There is a backlog of orders for 3,590 vehicles.

The council's address is: Electric Vehicle Council, 1111 Nineteenth St., N.W., Washington, D.C., 20036. Phone 202-828-7516.

This is the Electric Vehicle Council's picture of production capability:

Manufacturers

	Produced to Date	Sold to Date	Back Orders	1980 Mfg. Level (per month)	1981 Mfg. Level (Est.) (per month)
Battronic	200	200	6	2	4
Bradley	50	50	750	200	417
Die Mesh	4	1	0	—	30
Electric Vehicle Associates	81	81	75	10	25
Electric Vehicle Industries	75	75	2,000	40	170
General Engines	650	575	233	140	200
H-M Vehicles	9	9	45	2	—
JMJ Electronics	75	60	....	6	17
Jet Industries	200	200	285	60	220
Marathon	50	50	30	9	30
Omega General	26	26	45	120	1,000
Palmer Sales & Service (specialty EVs only)	21	21	0	1	—
South Coast Technology	12	10	66	40	500
U. S. Electricar	400	400	—	180	2,500
Unique Mobility	18	6	0	4	80
Utopia Electric Vehicles	4	4	1	1	3
Western Research Industries	7	3	4	4	40
TOTAL	1,882	1,771	3,540	819	5,236

The survey was in two parts covering manufacturers and developers. Developers are companies that build vehicles only on special order, for special projects, for prototype development or that may produce them in the future.

Developers

Special Programs

	Produced to Date	Sold to Date	Back Orders	1980 Mfg. Level (per month)	1981 Mfg. Level (Est.) (per month)
AM General	350	350	0	0	0
Copper Development Assn. Inc.	6	0	0	0	—
Garrett Corporation	1	0	0	0	—
General Electric Co.	2	0	0	0	—
GMC Truck & Coach	39	35	0	0	0
Grumman Allied Industries	2	0	0	0	0
Hybricon	1	0	0	0	0
Triad Services	5	0	0	0	—
21st Century Electric Vehicles	5	0	0	1	1
VW of America	100	11	0	0	17
Intend to Produce					
Electric Fuel Propulsion Corp.	125	40	0	2	417
Electric Passenger Cars & Vans	6	5	0	1	20
Phaser Systems	0	0	50	1	17
TOTAL	642	441	50	5	489

Continued from Page E-16

vehicle boom affects shipments of secondary batteries. The market for secondaries — storage batteries that can be recharged —will exceed $20 billion by 1995, or over 80 percent of total battery shipments, the firm said. Electric passenger cars are expected to represent a $6 billion battery market at that time.

Although lead-acid batteries are currently used in virtually all electric autos, Predicasts believes they will account for only 10 percent of the 1995 electric car market because of energy density shortcomings. "Exotic" advanced secondary battery systems such as nickel-zinc, nickel-iron, and lithium metal-sulfide —now commercially unavailable —"will be the major new participants," said Predicasts.

Auxiliary power

The market for stand-by and auxiliary storage systems—used to provide electric power in remote locations and uninterrupted power if a primary system fails—will exceed $0.5 billion by 1995, up 11 percent annually from 1979, Predicasts said. Here, too, lead-acid batteries will gradually decline, falling from 74 percent to 40 percent of the market by 1995 as advanced secondary systems come to the forefront.

U. S. ELECTRIC CAR ESTIMATES

ITEM	1979	1990	1995
Passenger Car Production (000)	8,386	11,150	12,250
Pct. Battery Operated	.02	90	7.35
Battery-Operated Car Production (000)	1.7	100	900
000$/car	7.2	12.5	15.8
Electric Passenger Car Shipments (millions of $)	12	1,250	14,200

Source: Research Group, Predicasts, Inc.

REFER TO PREVIOUS PAGE

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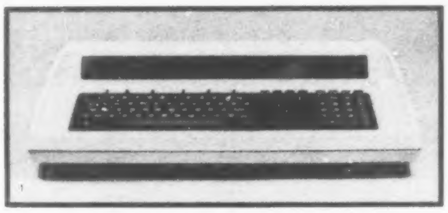

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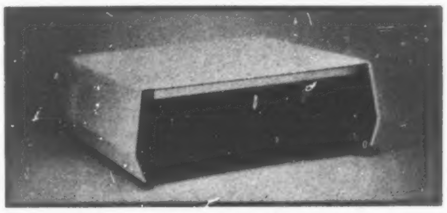

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Total of 214,660 is second highest ever for month

Import registrations solid in May

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in May from the preceding year, according to figures compiled by R. L. Polk & Co. But last year's May total was the highest for any month in history and this year's figure was the second-best May ever.

New import registrations in May totaled 214,660, down 9.54 percent from the record 237,289 a year earlier.

While imports were down in May, they were not down as much as the domestics, and import penetration was the highest for any month in history at 29.28 percent, compared with 24.05 percent a year earlier. The previous monthly high mark was 28.16 percent in April this year.

For the first five months of 1980, import registrations totaled 1,056,198, a record for the period and 11.06 percent ahead of last year's 951,055 record pace. Imports accounted for 27.98 percent of U. S. new-car registrations in the first five months, up from 21.76 percent last year.

Toyota, Datsun and Subaru all increased their share of new import registrations in May compared with a year earlier. No. 1 Toyota boosted its share 2.70 percentage points to 23.24 percent, while second-place Datsun closed the gap a bit by advancing 3.05 points to 21.70 percent. Subaru was up 1.07 points to 5.14 percent.

The rest of the top 10 imports lost in market share from a year earlier. Honda accounted for 14.32 percent of the May import market, off 0.13 of a point; Volkswagen, 10.90 percent, down 0.93 of a point; Mazda, 5.71 percent, down 0.54 of a point; Fiesta, 2.52 percent, off 0.60 of a point; Arrow, 2.32 percent, down 0.21 of a point, and Colt, 2.02 percent, down 1.32 points.

Rounding out the top 10, Volvo accounted for 1.90 percent. It was not in the top 10 a year ago.

The top 10 imports accounted for 89.77 percent of the total in May, compared with 87.27 percent a year earlier. In the first five months, the top 10 took 88.86 percent of the total, up from 85.99 percent last year.

- Japanese nameplates accounted for 75.37 percent of the May import market, up from 71.73 percent a year earlier. France was the only other country of origin to show a gain. It accounted for 1.39 percent, up 0.28 of a point.

Registrations of imported cars in May by country of origin, with year-earlier figures in parentheses, were: Japan, 161,793 (170,219); West Germany, 39,068 (47,253); Sweden, 4,919 (5,943); Italy, 3.711 (6,445); France, 2,974 (2,640), and United Kingdom, 2,195 (4,789).

Registrations by country of origin for the first five months of 1980, with year-earlier figures in parentheses, were: Japan, 793,579 (652,544); West Germany, 190,865 (217,156); Sweden, 25,891 (27,741); Italy, 21,314 (26,367); France, 14,933 (11,335), and UK, 9,616 (15,911).

Registrations of imported trucks in May were down 9.39 percent to 43,719 from 48,250 a year earlier.

Registrations of imported trucks in May, with year-earlier figures in parentheses, were: Toyota, 11,268 (12,329); Datsun, 9,384 (11,620); LUV, 6,673 (9,502); Courier, 6,031 (6,687), and others, 10,363 (8,112).

The truck import total for the first five months of 1980 was 228,158, up 13.88 percent from 200,342 last year.

Registrations of imported trucks in the first five months, with year-earlier figures in parentheses, were: Toyota, 58,835 (45,377); Datsun, 46,251 (43,167); LUV, 38,857 (44,739); Courier, 33,471 (34,859), and others, 50,744 (32,200).

IMPORT REGISTRATION SHARES IN U. S.

	MAY				
	Regis., May, 1980	Percent Share of Market	Regis., May, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	49,891	23.24	48,740	20.54	+ 2.70
Datsun	46,576	21.70	44,255	18.65	+ 3.05
Honda	30,735	14.32	34,291	14.45	− 0.13
Volkswagen	23,405	10.90	28,075	11.83	− 0.93
Mazda	12,267	5.71	14,826	6.25	− 0.54
Subaru	11,038	5.14	9,658	4.07	+ 1.07
Fiesta	5,414	2.52	7,391	3.12	− 0.60
Arrow	4,981	2.32	6,008	2.53	− 0.21
Colt	4,329	2.02	7,929	3.34	− 1.32
Volvo	4,071	1.90	....	....	....
Fiat	....	....	5,917	2.49	....
All Others	21,953	10.23	30,199	12.73	− 2.50
TOTAL	214,660		273,289		
Share of U.S. Total	....	29.28	....	24.05	+ 5.23

	FIVE MONTHS				
	Regis., 5 mos., 1980	Percent Share of Market	Regis., 5 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	247,714	23.45	178,427	18.76	+ 4.69
Datsun	223,949	21.20	168,419	17.71	+ 3.49
Honda	144,082	13.64	145,951	15.35	− 1.71
Volkswagen	103,091	9.76	130,339	13.70	− 3.94
Mazda	62,742	5.94	53,996	5.68	+ 0.26
Subaru	48,627	4.61	40,087	4.21	+ 0.40
Fiesta	30,980	2.93	30,245	3.18	− 0.25
Arrow	28,996	2.75	....	....	....
Colt	27,371	2.59	25,354	2.67	− 0.08
Mercedes	20,972	1.99	....	....	....
Fiat	....	....	23,750	2.50	....
Volvo	....	....	21,259	2.23	....
All Others	117,674	11.14	133,228	14.01	− 2.87
TOTAL	1,056,198		951,055		
Share of U.S. Total	....	27.98	....	21.76	+ 6.22

Registrations not available for Oklahoma.

factories list auction dates

American Motors

Sept. 3—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Sept. 4—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 10—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 11—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 12—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 16—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Sept. 17—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Sept. 18—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 25—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 26—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 30—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

AMC sales are open to all dealers.

Ford Motor Co.

Sept. 9—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Sept. 11—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Sept. 16—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Sept. 17—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction Sales, Hwy. 34 W., Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Dallas Auto Auction, 4226 E. Main, Dallas, Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit Mo.

Sept. 30—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Chrysler Corp.

Se[illegible] — Chrysler Leasing Corp. 3500 W. MacArthur Blvd., Santa Ana, Calif.

Sept. 10—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Sept. 16—Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Sept. 24—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales

Auction averages

August	$3,649
Month ago	$3,567
Year ago	$3,014

Model breakdown

Auction averages

	AUGUST	JULY	JUNE
1980	$6,516	$5,662	$5,821
1979	5,022	4,900	4,650
1978	3,806	3,631	3,501
1977	3,258	3,046	2,981
1976	2,445	2,214	2,328
1975	1,808	1,711	1,772
1974	1,310	1,240	1,343
1973	963	968	1,084
Overall Average	$3,649	$3,289	$3,349

New five-year agreement

H. E. Derrick, Jr., Pontiac-Cadillac-GMC-AMC-Jeep dealer and owner of Lexington Motors, Inc., Lexington, Va., signs a new sales and service agreement with General Motors. Derrick is chairman of the NADA Industry Relations Committee which consulted with GM on its new five-year agreement. Seated with him is Carey W. Thompson, Pontiac's Washington zone manager.

Reynolds offers new systems for auto dealers

DAYTON.—Reynolds & Reynolds Co. has introduced a new family of computerized systems which it says offers auto dealerships fast information processing for control of accounting and parts inventory, with a low cost.

Called TC 1000/Dealer Management Systems, they offer remote processing. Each business day, the dealer's transactions are entered into the computer, stored and then transmitted during the night via telephone line to a Reynolds regional processing computer. The transactions are processed into reports which can be transmitted back through the terminal.

Each morning, the dealership receives management reports containing information for control of accounting functions and parts inventory.

With the accounting system, the dealer gets a daily operating control report, demand schedules and other management reports. Monthly, a dealer receives journals, accounts receivable statements, general ledger and the financial statement.

The parts inventory system provides current inventory status reports, automatic stock orders and demand management reports. Reynolds said detailed reports are designed to meet dealership needs including counterman productivity report, bin audit report, extended value report by supplier plus other reports.

The company said a minimum monthly cost would be about $200 for the accounting service and $250 for the parts service.

used-car auction directory

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Sale Thursday Phone 703/898-4900
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5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/236-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92800
Sale Wednesday Phone 714/996-2400

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Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-[illegible]-6800, P.O. Box 5189, Kent, WA. 98[illegible].

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1980	Percent Share of Market	Regis., June, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 6 mos., 1980	Percent Share of Market	Regis., 6 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	130,308	19.28	183,183	20.86	− 1.58	892,259	20.05	1,052,650	20.05	....
Ford	88,847	13.14	120,942	13.77	− 0.63	561,561	12.62	780,149	14.86	− 2.24
Oldsmobile	61,811	9.14	80,562	9.18	− 0.04	394,526	8.86	468,103	8.92	− 0.06
Buick	52,157	7.72	56,211	6.40	+ 1.32	336,191	7.55	335,941	6.40	+ 1.15
Pontiac	46,742	6.91	65,303	7.44	− 0.53	305,103	6.85	395,489	7.53	− 0.68
Mercury	23,439	3.47	39,929	4.55	− 1.08	171,465	3.85	263,553	5.02	− 1.17
Dodge	16,871	2.50	32,048	3.65	− 1.15	121,548	2.73	196,334	3.74	− 1.01
Plymouth	15,752	2.33	28,211	3.21	− 0.88	113,375	2.55	178,332	3.40	− 0.85
Cadillac	14,987	2.22	20,398	2.32	− 0.10	108,358	2.43	157,138	2.99	− 0.56
AMC	11,131	1.65	13,398	1.53	+ 0.12	79,738	1.79	71,723	1.37	+ 0.42
Chrysler	8,673	1.28	17,574	2.00	− 0.72	70,487	1.58	115,281	2.19	− 0.61
Lincoln	5,317	0.79	7,808	0.89	− 0.10	39,069	0.88	69,560	1.33	− 0.45
GENERAL MOTORS	306,005	45.27	405,657	46.20	− 0.93	2,036,437	45.75	2,409,621	45.90	− 0.15
FORD MOTOR CO.	117,603	17.40	168,679	19.21	− 1.81	772,095	17.35	1,113,262	21.21	− 3.86
CHRYSLER CORP.	41,296	6.11	77,833	8.86	− 2.75	305,410	6.86	489,947	9.33	− 2.47
AMERICAN MOTORS	11,131	1.65	13,398	1.53	+ 0.12	79,738	1.79	71,723	1.37	+ 0.42
IMPORTS	199,413	29.50	212,026	24.15	+ 5.35	1,255,611	28.21	1,163,081	22.15	+ 6.06
MISCELLANEOUS	516	0.07	457	0.05	+ 0.02	1,847	0.04	2,341	0.04	....
TOTAL	675,964		878,050			4,451,138		5,249,675		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

Month trails year ago by 23 pct.

New-car market falls to lowest tally since '62

U. S. new-car registrations in June were lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in June totaled 675,964, down 23.02 percent from 878 050 a year earlier. It was the lowest June count since 601,935 new cars were registered in the 1962 month.

Imported cars shared in the decline, but to nowhere near the extent of domestics. U. S.-built cars totaled 476,551, down 28.45 percent from 666,024 a year earlier, while imports dipped to 199,413, off 6.33 percent from 212,026.

For the first half of 1980, new-car registrations totaled 4,451,138, down 15.21 percent from 5,249,675 last year.

Among the U. S. corporate makers, only American Motors increased its market share in June compared with a year earlier. Miscellaneous domestic lines registered a tiny gain, but the lion's share of the losses by General Motors, Ford Motor Co. and Chrysler Corp. was again gobbled up by the imports.

• The imports took 29.50 percent of June new-car registrations, up 5.35 percentage points from a year earlier. AMC was up 0.12 of a point to 1.65 percent and miscellaneous domestics were up 0.02 of a point to 0.07 percent (heftiest share for that segment for any month since January, 1977).

Chrysler Corp. suffered the biggest market share drop, off 2.75 points to 6.11 percent. Ford Motor Co. was down 1.81 points to 17.40 percent, while GM dipped 0.93 of a point to 45.27.

Excluding imports, domestic-only registrations in June were divided this way: GM, 64.21 percent; Ford Motor Co., 24.68 percent; Chrysler Corp., 8.67 percent; AMC, 2.33 percent, and miscellaneous, 0.11 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.91 percent; Ford Motor Co., 25.33 percent; Chrysler Corp., 11.68 percent; AMC, 2.01 percent, and miscellaneous, 0.07 percent.

• By size segments, only subcompacts among American makes managed to eke out a larger market share in June than a year earlier. Subcompacts accounted for 12.62 percent of June registrations, up 0.44 of a point.

All other segments contributed to the imports' 5.35 point gain. Biggest loser was the standard segment, down 2.55 points to 11.12 percent. Compacts were off 1.31 points to 22.17 percent, while intermediates were down 0.58 of a point to 20.33 percent.

The luxury segment dipped 0.27 of a point to 4.26 percent of June registrations.

Registrations by size class in June were: Subcompact, 85,319; compact, 149,864; intermediate, 137,426; standard, 75,130; luxury, 28,812, and import, 199,143.

The top 20 domestic nameplates in registrations in June were:

1—Chevrolet Citation	29,549
2—Chevrolet Chevette	26,094
3—Ford Fairmont	24,482
4—Chevrolet Malibu	20,610
5—Ford Mustang	20,159
6—Olds Cutlass Supreme	19,746
7—Standard Chevrolet	17,745
8—Standard Oldsmobile	16,554
9—Oldsmobile Cutlass	15,73
10—Buick Regal	13,71
11—Ford Pinto	13,41
12—Buick Skylark	13,3
13—Standard Ford	13,0
14—Chevrolet Monza	11,7
15—Chevrolet Monte Carlo	11,6
16—Standard Buick	10,4
17—Buick Century	9,843
18—Pontiac Sunbird	9,[illegible]1
19—Cadillac	9,129
20—Ford Thunderbird	8,423

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JUNE, '80 VS. JUNE, '79

	1980		1979	
	JUNE	YEAR	JUNE	YEAR
AMX Spirit/AMX	3,973	28,163	4,788	23,729
Concord	4,162	27,259	6,414	34,445
Concord Station Wagon	1,240	7,815	1,372	8,123
Eagle 4 WD	634	6,018		
Eagle Station Wagon	980	8,834		
Pacer	36	503	250	1,681
Pacer Station Wagon	106	1,146	543	3,322
Matador			26	298
Matador Station Wagon			5	125
Total American Motors Corp.	11,131	79,738	13,398	71,723
Chrysler LeBaron	3,273	27,844	7,177	41,651
LeBaron Station Wagon	524	4,241	1,012	7,146
Cordoba	2,868	22,276	3,103	25,325
Newport	888	6,480	4,464	26,326
New Yorker	1,120	9,646	1,818	14,833
Total	8,673	70,487	17,574	115,281
Plymouth Horizon	7,870	63,749	12,337	86,158
Voyager			736	4,838
Volare	5,223	35,182	11,443	64,219
Volare Station Wagon	1,251	7,920	3,473	20,290
Fury			212	2,705
Fury Station Wagon			10	122
Gran Fury	1,408	6,524		
Total	15,752	113,375	28,211	278,332
Dodge Omni	6,624	52,614	10,649	72,136
Aspen	4,023	25,795	8,057	42,923
Aspen Station Wagon	852	5,761	2,636	15,475
Sportsman			2,599	15,930
Monaco			196	2,587
Monaco Station Wagon			5	94
Diplomat	1,721	13,227	3,388	19,838
Diplomat Station Wagon	303	2,329	557	3,416
Magnum XE/Mirada	1,816	13,568	1,386	11,313
St. Regis	1,532	8,254	2,575	12,622
Total	16,871	121,548	32,048	196,334
Total Chrysler Corp.	41,296	305,410	77,833	489,947
Ford Pinto	13,413	62,422	11,418	73,460
Pinto Station Wagon	2,766	17,146	4,767	29,759
Fairmont	17,882	119,225	20,683	123,475
Fairmont Station Wagon	6,600	40,853	7,285	43,616
Granada	6,302	38,130	12,150	77,468
Club Wagon			3,228	21,989
LTD II	295	2,543	1,728	20,197
LTD	8,218	50,727	16,500	111,707
LTD Crown Victoria	2,443	12,448		
Ford Station Wagon	2,346	14,510	3,844	27,117
Mustang	20,159	125,215	26,513	154,285
Thunderbird	8,423	78,342	12,826	97,076
Total	88,847	561,561	120,942	780,149
Lincoln Continental	2,323	16,148	3,948	35,636
Continental Mark	2,515	19,798	2,982	26,824
Versailles	479	3,123	878	7,100
Total	5,317	39,069	7,808	69,560
Mercury Bobcat	1,812	13,114	3,050	18,865
Bobcat Station Wagon	420	2,862	743	5,003
Zephyr	4,357	35,420	6,754	40,935
Zephyr Station Wagon	1,684	9,882	1,616	9,967
Monarch	2,198	14,426	4,911	30,607
Marquis	1,209	7,176	1,857	13,504
Marquis Brougham	918	6,354	1,414	11,760
Grand Marquis	1,392	10,136	1,708	14,822
Marquis Station Wagon	505	4,147	928	7,104
Cougar/XR7	3,546	33,628	8,855	63,478
Capri	5,398	34,320	8,093	47,508
Total	23,439	171,465	39,929	263,553
Lincoln-Mercury Division	28,756	210,534	47,737	333,113

	1980		1979	
	JUNE	YEAR	JUNE	YEAR
Total Ford Motor Co.	117,603	772,095	168,679	1,113,262
Buick Skyhawk	491	4,509	1,720	9,200
Skylark	13,360	82,875	9,775	37,170
Century	9,843	58,603	1,770	12,086
Regal	13,711	88,734	21,620	126,225
Century Station Wagon	1,446	8,534	2,360	13,753
LeSabre	2,343	13,671	2,168	14,647
LeSabre Limited	3,449	25,969	5,884	43,810
Electra 225	3,955	28,394	5,245	42,539
Buick Station Wagon	674	5,337	1,236	8,687
Riviera	2,885	19,565	4,433	27,824
Total	52,157	336,191	56,211	335,941
Cadillac deVille	7,053	50,447	10,806	83,909
Fleetwood & Chassis	2,076	14,725	2,276	18,426
Eldorado	3,606	24,150	4,792	32,686
Seville	2,252	19,036	2,524	22,117
Total	14,987	108,358	20,398	157,138
Chevrolet Chevette	26,094	194,464	36,554	185,088
Camaro	9,876	62,675	18,188	115,659
Monza	11,774	70,266	10,286	67,035
Monza Station Wagon	11	332	1,247	10,130
Citation	29,549	191,315	29,952	110,239
Sportvan			2,895	16,461
Malibu	15,405	97,710	20,444	124,625
Malibu Station Wagon	5,205	31,968	8,067	49,004
Monte Carlo	11,669	79,749	20,284	129,903
Impala	6,498	47,304	12,591	82,249
Caprice	7,269	65,651	12,755	94,879
Chevrolet Station Wagon	3,978	32,708	6,806	47,551
Corvette	2,980	18,117	3,114	19,827
Total	130,308	892,259	183,183	1,052,650
Oldsmobile Starfire	360	4,657	1,642	9,994
Omega	6,770	40,806	4,756	17,569
Cutlass Salon	13,125	83,825	4,050	24,025
Cutlass Supreme/Calais	19,746	123,775	36,037	201,835
Cutlass Station Wagon	2,613	15,958	4,342	23,195
Delta 88	1,697	10,187	2,933	17,774
Delta 88 Royale	9,041	55,425	13,770	85,863
98	4,747	32,288	6,281	46,319
Oldsmobile Station Wagon	1,069	9,664	2,722	15,683
Toronado	2,643	17,941	4,029	25,846
Total	61,811	394,526	80,562	468,103
Pontiac Sunbird	9,710	60,281	7,477	44,707
Sunbird Station Wagon	1	50	293	1,975
Phoenix	8,063	47,307	7,716	29,860
LeMans	3,661	27,265	6,698	41,980
LeMans Station Wagon	2,016	12,947	3,516	18,924
Catalina	966	7,076	1,729	12,923
Bonneville	3,652	23,770	6,075	40,483
Bonneville Brougham	2,393	17,773	2,601	18,680
Pontiac Station Wagon	904	6,742	1,715	12,117
Grand Prix	7717	54,497	13,919	88,039
Firebird	7,659	47,395	13,564	85,801
Total	46,742	305,103	65,303	395,489
Total General Motors	306,005	2,036,437	405,657	2,409,621
(Checker)	493	1,675	426	2,161
Miscellaneous Domestic Total	516	1,847	457	2,341
Domestic Station Wagon Total	37,494	251,686	70,558	440,916
Domestic Grand Total	476,551	3,195,527	666,024	4,086,594
Import Total	199,413	1,255,611	212,026	1,163,081
Grand Total All Registrations	675,964	4,451,138	878,050	5,249,675

Registrations not available for Oklahoma.

310,163 total trails '79 by 31 pct.

August car output lowest since 1970

The U. S. auto makers continued their downhill slide in August as the monthly production total hit the lowest point for any month since August, 1970.

Last month, the industry built 310,163 cars, a drop of 31.03 percent from the 449,703 assembled in August, 1979. In August, 1970, the makers completed 287,758 autos.

Of the five major auto makers, only Volkswagen of America showed an increase for the month, building 17,009 cars, up 52.57 percent from the 11,148 assembled last year.

General Motors built 176,435, down 19.43 percent from 218,997; Ford Motor Co., 68,008, a drop of 53.73 percent from 146,969; Chrysler Corp., 31,430, off 36.98 percent from 49.874; American Motors, 16,936, down 23.95 percent from 22,270, and Checker Motor Co., 345, down 22.47 percent from 445.

Last week's output was 95,288, down 0.25 percent from the 95,529 completed the previous week and down 25.18 percent from the 127,361 built in the year-ago week.

AMC will resume normal operations at its Kenosha plant this week. One line at the facility was closed last week, temporarily idling 2,350 hourly workers.

GM will close its Lordstown (Monza, Sunbird) plant this week because of a materials shortage, idling 1,300 hourly workers.

VWoA's Westmoreland plant closed last week for model changeover. It will reopen Sept. 22.

So far this year, the auto makers have assembled 4,269,433 cars, down 29.48 percent from the 6,054,280 completed in the comparable year-ago period.

U. S. CAR PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
AMERICAN MOTORS	3,571*	4,750*	3,571*	16,936	112,845*	117,592*
Eagle	....	....	....	3,612	....	....
Concord	....	....	....	8,035	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	5,289	....	....
CHRYSLER CORP.	10,535	15,453	9,700	31,430	642,702	399,257
Plymouth Total	4,485	6,140	4,300	14,050	258,214	181,435
Horizon	3,375	2,738	3,350	12,230	117,487	109,224
Volare	....	2,756	....	....	133,340	51,740
'80 Gran Fury	150	386	....	....	1,364	13,461
Caravelle	100	260	100	368	6,023	4,521
Reliant	860	....	850	1,452	....	2,489
Chrysler Total	1,650	3,400	1,200	4,166	135,757	53,593
Chrysler	400	1,568	....	....	65,049	11,916
LeBaron	1,250	1,832	1,200	4,166	70,708	41,677
Dodge Total	4,400	5,913	4,200	13,214	248,730	164,229
Omni	2,700	2,126	2,750	9,885	103,674	93,689
St. Regis	250	605	....	....	21,581	10,974
Diplomat	700	1,059	700	2,195	33,116	20,424
Aspen	....	2,123	....	....	90,359	36,899
Aries	750	....	750	1,134	....	2,243
FORD MOTOR	21,425	35,255	20,910	68,008	1,530,884	825,666
Ford Division	14,036	25,030	13,974	43,080	1,017,896	599,297
Pinto	....	3,865	....	....	133,059	68,179
Mustang II/Mustang	4,134	6,544	5,240	17,166	269,839	166,602
Fairmont	2,206	4,709	2,719	8,921	147,665	159,481
Granada	1,736	3,491	2,220	5,053	114,814	56,201
LTD II	....	....	....	....	22,746	....
Thunderbird	1,846	3,493	....	2,249	198,613	81,478
Ford	1,346	2,928	1,684	6,138	131,160	61,035
Escort	2,768	....	2,111	3,553	....	6,321
L-M Division	7,389	10,225	6,936	24,928	512,988	226,369
Mercury Total	6,075	8,056	5,297	19,036	404,587	199,141
Bobcat	....	887	....	....	35,309	12,445
Capri	1,421	1,790	1,820	6,223	78,841	49,535
Zephyr	766	833	860	3,171	46,312	51,755
Monarch	....	1,210	....	....	50,226	16,409
Cougar/XR7	1,902	1,397	1,982	3,484	110,880	32,443
Mercury	1,028	1,939	....	5,088	83,019	34,526
Lynx	958	....	635	1,070	....	2,028
Lincoln Total	1,314	2,169	1,639	5,892	108,401	27,228
Lincoln	593	941	745	2,680	53,806	11,144
Versailles	....	282	....	....	9,852	1,861
Mark VI	721	945	894	3,212	44,743	14,223
GENERAL MOTORS	59,670	68,196	57,937	176,435	3,641,836	2,782,747
Buick Division	9,674	9,929	10,736	28,007	531,827	533,811
Skyhawk	....	....	....	....	16,408	....
Skylark/'79-'80	2,992	2,256	3,437	11,792	68,447	153,396
Century	1,812	1,341	2,232	5,059	36,547	114,435
Regal	2,106	3,027	2,264	5,574	187,321	137,328
Buick	2,084	2,715	2,321	4,972	184,546	99,598
Riviera	680	590	482	611	38,558	29,054
Cadillac Division	3,120	3,022	2,701	3,942	245,875	131,817
Seville	710	293	521	638	31,000	22,613
Cadillac	1,446	2,019	1,498	2,405	165,656	74,117
Eldorado	964	710	682	899	49,219	35,087
Chevrolet Division	30,138	32,444	28,624	94,756	1,609,946	1,200,987
Chevette	8,500	8,236	8,000	38,862	288,809	324,217
Monza	3,100	2,747	2,990	12,779	109,016	118,346
Camaro	1,873	3,406	1,869	2,922	194,729	84,371
Nova/Citation	8,200	6,993	8,205	21,822	194,502	322,116
Malibu	2,465	4,049	1,911	3,550	279,356	173,062
Monte Carlo	2,770	2,257	2,469	3,392	166,536	66,690
Chevrolet	2,430	3,951	2,400	8,095	342,655	81,621
Corvette	800	805	780	3,334	34,343	30,564
Oldsmobile Division	8,947	14,379	10,891	17,578	729,593	524,336
Starfire	....	500	....	....	14,727	....
Omega/'79-'80	1,638	1,105	1,868	3,315	32,122	81,104
Cutlass	3,215	8,970	4,085	6,656	372,395	264,626
Oldsmobile	3,728	3,256	4,609	7,278	273,353	152,795
Toronado	366	548	329	329	36,996	25,811
Pontiac Division	7,791	8,422	4,985	32,152	524,595	391,796
Acadian†	120	280	120	558	12,502	14,929
Sunbird	....	1,781	....	14,229	71,216	100,412
Phoenix/'79-'80	2,049	1,785	1,017	6,840	54,500	98,968
Firebird	1,107	2,768	1,253	2,014	146,103	54,627
LeMans	1,313	1,007	651	3,017	64,042	38,935
Grand Prix	2,466	394	685	4,871	64,580	42,766
Pontiac	736	407	1,259	623	111,652	41,159
VOLKSWAGEN	....	3,642	3,326	17,009	122,665	142,169
CHECKER	87*	65	85	345	3,349	2,002
Total Cars, N. S.	95,288	127,361	95,529	310,163	6,054,280	4,269,433

August truck output is lowest in 14 years

U. S. truck production in August was the lowest for that month in 14 years as the makers continue to lose ground in the marketplace.

They built 83,076 units in August, down 38.72 percent from the 135,569 assembled in August, 1979. In August, 1966, 65,781 trucks were produced.

Two companies showed increased output in August. Ford Motor Co. assembled 41,844 units, up 25.25 percent from 33,409 built last year while Chrysler Corp. completed 3,674, up 26.52 percent from 2,904.

General Motors built 14,535 trucks, off 77.78 percent from 65,421; International Harvester, 8,746, off 27.53 percent from 12,069; American Motors Jeep, 6,636, off 49.72 percent from 13,199; miscellaneous trucks, 2,514, off 21.93 percent from 3,220; Mack, 1,184, down 61.67 percent from 3,089, and AM General, 1,444, down 36.05 percent from 2,258. Volkswagen of America assembled 2,499 but was not building trucks in 1979.

Output last week was 18,369, up 35.51 percent from the previous week's 11,847 but off 43.37 percent from the 32,435 completed in the year-ago week.

GM continues downtime for model changeover at its truck and coach plant in Pontiac.

Ford closed its Norfolk, Kansas City, Twin Cities, Kentucky Truck and Michigan Truck plants and the van line at Lorain last week.

Year-to-date truck production through Sept. 6 was 1,025,889, a drop of 56.31 percent from the 2,348,372 assembled in the equivalent 1979 period.

[redacted]

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHEVROLET	1,230	11,976	362	9,143	744,941	296,899
DODGE/PLYMOUTH	1,500	384	2,000	3,674	258,785	90,075
FORD	9,029	11,171	3,526	41,844	819,252	364,037
GMC	1,832	3,568	1,052	5,392	251,543	107,033
INTERNATIONAL	1,692	1,405	1,250	8,746	94,210	41,971
MACK	315	606	381	1,184	25,740	16,416
JEEP	1,905*	2,275*	1,905*	6,636	107,450	55,295*
AM CORP.	238*	450*	238*	1,444	17,351	6,527*
VOLKSWAGEN	....	....	533	2,499	....	20,183
MISCELLANEOUS	628*	600	600	2,514	29,100	27,453
Total Trucks U. S.	18,369	32,435	11,847	83,076	2,348,372	1,025,889

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHRYSLER CORP.	1,280	....	1,824	7,184	40,108	30,885
FORD MOTOR	3,312	3,301	829	6,910	167,842	120,416
GENERAL MOTORS	4,392	4,682	1,940	10,230	200,919	163,327
AMERICAN MOTORS	....	847	....	....	39,649	11,644
INTERNATIONAL	380	380	473	1,888	14,461	11,590
MACK	40	84	40	94	2,543	1,551
Total Trucks, Canada	9,404	9,294	5,106	26,306	465,522	339,413
N. American Trucks	27,773	41,729	16,953	109,382	2,813,894	1,365,302

†—Now includes van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Car production in Canada drops 2 pct. for August

Canadian auto makers assembled 36,131 units in August, a drop of 2.11 percent from the 36,910 built in the month last year.

Chrysler Corp. and Ford Motor Co. had production increases this August over last while General Motors' and Volvo's output declined.

Chrysler produced 6,044 autos in August, a jump of 73.98 percent from the 3,474 it built in August, 1979. Ford's 22,022 units was a 6.45 percent rise over the 20,688 of the month last year.

GM assembled 7,795 cars, a decline of 37.08 percent from the 12,388 of August, 1979. Volvo produced 270, a 25.00 percent drop from the 360 it assembled last August.

Last week's production of 13,928 increased 21.68 percent over the previous week's 11,446, but slid 14.49 percent from the 16,288 of the comparable 1979 week.

Year-to-date auto output of 558,188 is an 18.64 percent drop from the 686,107 built by this date in 1979.

Truck makers in Canada assembled 26,306 units in August, a decline of 17.88 percent from the 32,032 of August, 1979.

Chrysler, which did not assemble trucks in August of 1979, produced 7,184 units in the month this year. Production in August for the other truck makers was lower this year than last.

Ford built 6,910, a drop of 24.41 percent from August, 1979. GM's 10,230 trucks was a 35.20 percent slide from the 15,787 of last August.

American Motors Brampton plant built 4,803 units last August. Brampton is currently under conversion for production of cars.

International produced 1,888 trucks in August, a 9.06 percent decline from the 2,076 of the month last year. The 94 Mack trucks built was a drop of 58.22 percent from the 225 of August, 1979.

Last week's truck output of 9,404 increased 84.18 percent over the 5,106 of the previous week, and rose 1.18 percent from the 9,294 of the comparable 1979 week.

The year's cumulative output of 339,413 is a 27.09 percent decline from the 465,522 produced by this time in 1979.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 6, 1980	Same Week 1979	Week Ended Aug. 30, 1980	August Total	Jan. 1, to Sept. 8, 1979	Jan. 1, to Sept. 6, 1980
CHRYSLER CORP.	1,920	1,971	1,777	6,044	79,567	46,542
FORD MOTOR	4,928	5,554	6,060	22,022	215,321	177,096
GENERAL MOTORS	6,900	8,619	3,384	7,795	385,463	327,767
VOLVO	180	144	225	270	5,756	6,783
Total Cars, Canada	13,928	16,288	11,446	36,131	686,107	558,188
N. American Cars	109,216	143,649	106,975	346,294	6,740,387	4,827,621
N. American Trucks	27,773	41,729	16,953	109,382	2,813,894	1,365,302
North American Cars and Trucks	136,989	185,378	123,928	455,676	9,554,281	6,192,923

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

9-16-80 C2700-1

Automotive News

Detroit, September 15, 1980

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Makers take steps toward one discount on all sizes

By Robert W. Irvin
Editor-at-Large

The American auto makers, taking a cue from the imports, seem to be moving in the direction of common dealer discounts —the same discount on all sizes of cars.

It's another part of downsizing—big discounts are going the way of big cars.

The headline-grabbing stories of the past few weeks were the announcements from General Motors of a $176 or 1.9 percent average increase on 1981 models and from Ford of a $186 or 2.1 percent hike.

The firms stand to realize more than that from the increases, however. For example, Ford said the cost of meeting regulatory standards added another $100 or 1.1 percent to its increase.

And some previously optional equipment was made standard, adding hundreds of dollars to the base prices of some models.

But of even perhaps more long-term significance for customers as well as dealers were the changes the firms made in the dealer discounts.

They cut the margins on luxury and standard size cars. They narrowed the gap between the large and small cars to only a few percentage points.

It is likely that by the mid-1980s there may even be a common discount, just as by the middle of the decade most of the American passenger cars will be of about the same small dimensions.

And this would be more in keeping with what is done by the imports which often have sought a smaller but common discount.

"We didn't get to a common discount but we got close enough this time," said GM President E. M. Estes.

He and other industry executives have said dealers have

Continued on Page 50, Col. 1

Rabbit Diesel tops list at 42 MPG

WASHINGTON. — Volkswagen walked off with top honors again in the government's annual fuel economy derby, but Japanese and American makers are making it a close race.

As it did last year, VW's Rabbit Diesel topped the list with a 42 MPG city driving average (the only one the EPA reports) but instead of the five-speed model it was the four-speed version. Apparently, new emission

Continued on Page 55, Col. 3

New leaders named months before Murphy, Estes retire

It's Smith, McDonald, Kehrl at GM

By Richard A. Wright
Assistant Managing Editor

DETROIT. — Alfred Sloan would have loved it.

At a hastily called press conference at the General Motors Technical Center in suburban Warren, one of the most successful GM administrations ever announced another orderly succession.

There were no surprises in the names, only in the number of names. As expected, Chairman Thomas A. Murphy will be succeeded by Roger B. Smith, 55, currently executive vice president with responsibility for operating staffs and financial operations.

And F. James McDonald, 58, executive vice president, North American car and truck, worldwide components and power products operations, will succeed Elliott M. Estes as president.

However, filling some of Estes' big shoes will be Howard H. Kehrl, 57, who was elected vice chairman. Kehrl is currently an executive vice president. The sixth member of the Executive Committee is Executive Vice President Reuben Jensen. Replacements for McDonald and Kehrl have not been named.

Smith will assume office Jan. 1, the day after Murphy's retirement. McDonald and Kehrl will move into their newly ordained positions Feb. 1, the day after Estes retires.

Many in the press wondered why the announcement was made so far in advance at an unexpected press conference on the eve of GM's new-model press previews. Murphy explained that it was to provide for as smooth a transition as possible and also noted that it would stem a lot of press speculation.

Chairman-elect Smith made the not-unsurprising observation that Murphy had indeed been a great chairman, having led the corporation through two recessions while generally achieving record earnings and compiling a reputation as a "business statesman" in the process.

Earlier, in a burst of GM-like team feeling, Murphy said "there never has been a greater president than Estes."

While such statements are not unusual at such events, in this case a strong argument can be made for their truth. Murphy and Estes will be a tough act to follow.

While the headlines have been filled with doom and gloom for the U. S. auto industry over the past few years, GM has steadily improved its position in the market.

When the Murphy-Estes team took over in 1974, GM took 41.89 percent of total U. S. sales. Last year, it took 46.48 percent. Its improvement in the domestic industry alone has been even more spectacular, climbing from

Continued on Page 54, Col. 3

breaking news

Ford shuffles design, engineering

DEARBORN. — Stuart M. Frey has been elected a vice president of Ford Motor Co. and placed in charge of car engineering for North American Automotive Operations. He succeeds Thomas J. Feaheny, who will be on special assignment. A new North American design activity is being established and will be headed by John J. Telnack. The Design Center directed by Eugene Bordinat Jr. is being redesignated Design Staff. The Product Design Staff that has reported to Vice Chairman William C. Ford is being discontinued. Ford will continue to participate in directon of product development and design matters.

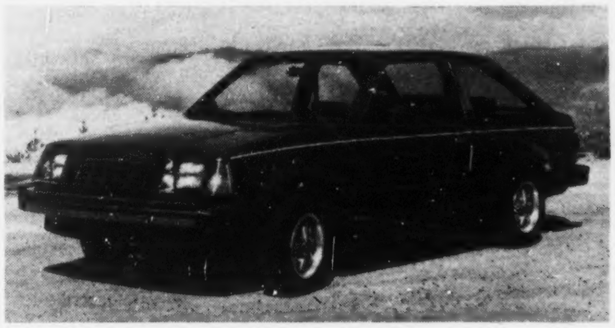
Chevrolet J-car to be called Cavalier

DETROIT. — When the General Motors J-car bows next spring, the Chevrolet version will be called Cavalier. GM's new front-wheel-drive A-cars will bow in the fall of 1981. It is believed that the Malibu name will be succeeded by Commodore. GM now uses the Cavalier name on a Vauxhall model and the Commodore name on Opel and Holden models.

See BREAKING NEWS, Page 55, Col. 1

NEWSPAPER

Four for '81



Ford Escort: Car for the world

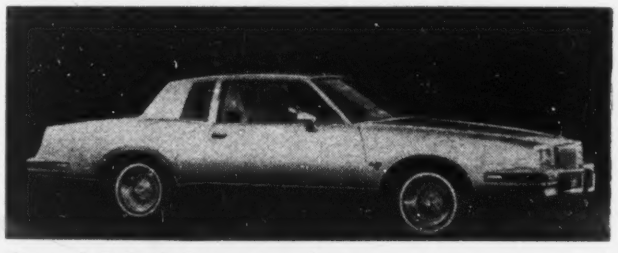
Ford Motor's first "world car"—the 1981 Ford Escort front-drive subcompact—goes on sale across the U. S. on Oct. 3. The car is available in three-door hatchback and four-door liftgate models with a 1.6-liter four-cylinder engine. A 1.3-liter is due later. Story is on Page 38.

Lynx—Mercury's newest

The 1981 front-drive Mercury Lynx will be available in this four-door liftgate model, as well as a three-door hatchback. Standard equipment includes a 1.6-liter inline four-cylinder engine (a 1.3-liter is not yet available), fully independent suspension and rack-and-pinion steering. Story is on Page 38.

Monte Carlo redesigned

All new inside and out, Chevrolet's 1981 Monte Carlo features a subtle wedge-shaped profile said to reduce wind drag by 10 percent, plus expanded use of computer-controlled converter clutches in automatic transmissions and high-pressure radial tires. Story, other pictures are on Page 10.



Grand Prix takes new shape

The new wedge-shape of the 1981 Pontiac Grand Prix combines a low front and raised rear deck which help reduce its drag coefficient some 20 percent over the 1980 Grand Prix. A 5.7-liter V-8 diesel engine is available for the first time this year. GM's new Computer Command Control system is standard. Story on Page 18.

Many years of service

C. V. Nalley Jr., left, Nalley Chevrolet, Inc., Atlanta, and M. O. Burks Jr., right, Martin Burks Chevrolet, Inc., Forest Park, Ga., recently received their 25-year dealer award plaques marking a quarter-century each with Chevrolet. Making the presentation is H. C. Marshall, Atlanta zone manager for Chevrolet.

Auto aftermarket is born in Kuwait

Grubby auto row grows in desert

Crain News Service

KUWAIT. — In one of those countless shopping strips made of concrete and peeling plaster, which stand naked against the crystal white sands in the Western sector of Kuwait City, are some 30 dingy store-front operations, many of them marked by neon signs flashing logos of General Motors, Ford and Chevrolet among a bevy of auto tags.

These are the parallel importers who have turned this small strip into a congested parking lot, glutted with shining models from Detroit, parked in the shifting sands—a dramatic contrast to the brilliantly lit, glassed-in and carpeted showroom of Yusuf A. Alghanim & Son, not far away.

Alghanim, the huge Arab trading company with sales approaching $1 billion annually, is the largest non-U. S. General Motors dealer, but it can't compete with the prices of the local profiteers in the grubby auto *souk* along the desert road.

But what Alghanim can do is offer better service—or for that matter service *period*—complete with warranty program, insurance, financing and, more recently cheaper spare parts, an ambitious program which amounts to bringing the National Automotive Parts Assn. (NAPA) concept to the Gulf.

• This latter service is an attempt to establish a beachhead in the aftermarket auto parts business by grouping under the single logo "999" 12 product categories — batteries, exhaust systems, automatic transmission kits, air filters, oil filters, shock absorbers, hoses, belts, spark plugs, suspension parts, engine parts and brake pads. If Alghanim loses car sales to the some 73 illegal GM dealers alone in Kuwait, it has full intentions of insuring all cars are kept going by "999" spare parts.

But 999 is more than just a way to counter Kuwait's parallel importers—those who import "illegally" (as far as the manufacturer is concerned) and can charge cheaper prices because they don't have to include service, warehouse and showroom upkeep, salaries, etc. in the cost of a car. It carries with it a plan of attack for the entire Gulf region.

This broader coverage will come with time, notes American Ralph Weiger, executive vice president at Alghanim, who conceived of the 999 idea.

"It will come when we can hire and train the proper people —a critical problem in the Middle East where skilled labor is thin," he said.

First of all, Alghanim has to introduce its products in the local market. It is doing just that at the rate of one product per month, beginning with the May 27 launch of the first 999 auto part — auto batteries. Mufflers came in mid-June. Exhaust systems in July.

Sales of between $2,000,000 and $3,000,000 are projected by the end of the year, $100,000,000 by five years as 999 franchises begin to enter other Arab markets and $500,000,000 in 10 years as the 999 franchise networks locks up the Middle East.

Whether or not such a grand scheme can come to fruition is a matter of conjecture, but one thing for sure is the man behind the concept knows his business, and if sheer force of personality has any say, Alghanim will have another winner on its hands.

Weiger is one of many expatriates called on to introduce Western business techniques at Alghanim. Such modernization has converted the patriarchal structure of this typical Arab trading company into a management structure with diffused accountability and responsibility.

This has meant a streamlining of the number of companies represented from some 200 to less than 60 in about 10 years. It has translated into profits well above what sales were a decade ago when Kutayba Alghanim, 35, took over the business from his father, Yusuf.

Weiger has initiated an ad co-op program, increasing the total ad budget from $60,000 two years ago to some $600,000 today.

He has created a central plan to identify Alghanim GM in advertising and has helped set up a strong servicing business including quick service shops for mufflers, engines, transmissions and lubrication. It now takes 90 minutes to change a muffler (30 minutes in the States) compared with two days prior to the service shops.

factories list auction dates

American Motors

Sept. 16—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Sept. 17—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Sept. 18—Todd Auto Auction, Rte. 309, Telford, Pa.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 25—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 26—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 30—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 16—Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Sept. 24—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Sept. 16—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Sept. 17—Concord Auto Auction, Hosmer St., Acton, Mass.; Clanton's Auto Auction Sales, Hwy. 34 W., Darlington, S. C.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

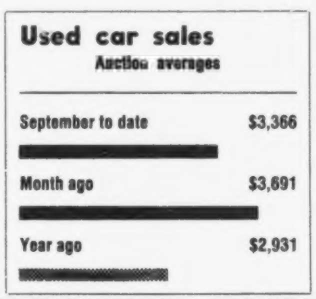
Sept. 24—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit Mo.

Sept. 30—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Model breakdown

Auction averages

	SEPTEMBER TO DATE	AUGUST	JULY
1980	$6,530	$6,516	$5,662
1979	4,099	5,022	4,900
1978	3,758	3,806	3,631
1977	3,209	3,258	3,046
1976	2,344	2,445	2,214
1975	1,691	1,808	1,711
1974	1,399	1,310	1,240
1973	1,058	963	968
Overall Average	$3,366	$3,649	$3,289



Used car sales

Auction averages

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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OHIO

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WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

Import share nears 29 pct.

New-car sales drop to 19-year low

By Jenny L. King
Staff Writer

August domestic new-car sales dropped to a 19-year low, and imports were clinging tenaciously to their 28.98-percent hold of the U. S. market for the month as the U. S. auto makers limped toward the finish line of the 1980 model year.

Total new-car sales for the month were 684,928, down 25.16 percent from 915,136 a year ago. Domestic sales totaled 486,420, down 31.01 percent from 705,051 and their lowest since 1961 when 409,563 units were sold in August.

Year-to-date sales were 18.36 percent away from the year-ago level, at 6,112,136 compared with 7,486.964. Buried in the grand total was the slight increase reported by the imports for the first eight months of 1980. Their sales were up 2.23 percent, to 1,684,142 from 1,647,339; their share of the market increased to 27.55 percent from 22.02 percent.

Domestic year-to-date sales were down 24.17 percent, to 4,427,994 from 5,839,625.

Of the 27 imports included in the AUTOMOTIVE NEWS import sales tabulation, seven reported increases in August over last year. They were Honda, Arrow, Mazda, Renault, Saab, Subaru and Triumph. Sales leader Toyota was down 6.14 percent, second-place Datsun slipped 10.93 percent. The Japanese share of the import segment was 77.45 percent.

- With 26 selling days in August this year, the domestic daily selling rate was 18,708 — the lowest for any month this year, and down 28.36 percent from 26,113 based on 27 selling days a year ago.

Volkswagen of America was the only U. S. auto maker to report a sales gain, and it was an impressive one, up 64.72 percent to 15,085 from 9,158. General Motors sales dropped 27.62 percent in August, to 316,142 from 436,794. Ford Motor Co. sales plunged 41.55 percent, to 93,544 from 160,044.

Chrysler Corp. reported sales of 50,344, down 41.98 percent from 86,764 in August of 1979. American Motors sales numbered 11,305 passenger cars, down 8.02 percent from 12,291.

GM increased its share of the domestic market to 65.00 percent from 61.95 percent. Ford dropped to 19.23 percent from 22.70 percent. Chrysler sales accounted for 10.35 percent, down from 12.31 percent. AMC earned 2.32 percent of the August market, up from 1.74 percent, and VWoA cornered 3.10 percent, up from 1.30 percent.

Volkswagen was the only U. S. make to notch an advance in August. The declines ranged from 8 to 66 percent. At Chrysler Corp., Plymouth was down 22.38 percent from last year, Dodge was down 37.21 percent and Chrysler was down 65.79 percent on a year-to-year basis. American Motors was off 8.02 percent.

Ford was off 35.96 percent, Mercury slipped 51.03 percent and Lincoln plunged 64.86 percent in August.

Buick was down 8.00 percent from 1979, Cadillac was down 38.59 percent, Chevrolet was down 28.91 percent, Oldsmobile was down 32.35 percent and Pontiac was down 31.81 percent.

- Subcompact sales accounted for 23.61 percent of the domestic market in August, compacts were 27.17 percent, intermediates 29.22 percent, standard-size 14.33 perecnt and luxury models 5.67 percent.

Of the total U. S. market, imports took the largest share, 28.98 percent. U. S. subcompacts represented 16.77 percent, compacts 19.30 percent, intermediates 20.75 percent, standards 10.17 percent and luxuries 4.03 percent.

Chevrolet Chevette was the best-selling domestic nameplate in August with sales of 29,110. It was followed by Chevrolet Citation at 28,872; Oldsmobile Cutlass Supreme at 21,154; Chevrolet Malibu 19,807, and standard Chevrolet at 17,723.

Third-period domestic new-car sales totaled 195,454, down 22.55 percent from 269,789 last year. The daily selling rate for the period this year, based on nine days, was 22,050, down 18.27 percent from 26,979 for 10 days in 1979.

U. S. CAR SALES BY MARKETING UNITS

	Aug., 1980	Aug., 1979	8 mos., 1980	8 mos., 1979
Chevrolet	135,235	190,224	1,205,114	1,522,706
Ford	76,516	109,888	730,190	1,060,254
Oldsmobile	59,508	87,968	550,732	671,256
Buick	57,620	62,630	468,558	485,515
Pontiac	48,725	71,455	415,613	556,666
Toyota	47,878	51,010	422,752	347,250
Datsun	40,452	45,418	376,993	320,099
Honda	31,378	30,212	251,518	250,344
VW of America	26,849	25,865	226,266	255,545
Plymouth	25,027	29,819	211,764	286,338
Dodge	24,948	37,781	223,009	327,933
Mercury	19,634	40,097	213,276	360,700
Cadillac	15,054	24,517	138,643	209,200
AMC-Renault	13,621	14,385	121,686	114,362
Mazda	12,928	11,753	101,984	100,454
Subaru	11,887	9,924	94,678	89,600
Volvo	5,456	5,613	38,552	40,935
Jaguar-Rover-Triumph	5,226	4,016	21,854	33,243
Mercedes-Benz	4,630	4,848	35,643	37,889
Lincoln	3,535	10,059	46,423	86,700
BMW	3,335	3,513	24,554	23,799
Fiat	3,318	6,433	29,663	47,309
Saab	1,239	1,203	9,312	10,331
Peugeot	1,049	1,091	8,794	8,199
Alfa Romeo	298	418	2,415	2,888
TOTAL	684,928	915,136	6,112,136	7,486,964

Ford sales include Fiesta; VWoA includes Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Aug. 1980	Same Month, 1979	Jan. 1 to Aug. 31, 1980	Same Period, 1979
Alfa Romeo	298	418	2,415	2,888
Arrow	3,805	2,752	43,383	35,447
Audi	3,481	4,813	28,402	30,252
BMW	3,335	3,513	24,554	23,799
Challenger	1,134	1,168	9,661	10,895
Colt	3,312	3,963	39,501	47,027
Datsun	40,452	45,418	376,993	320,099
Fiat	3,182	6,281	28,124	46,158
Fiesta	6,141	6,724	48,066	58,242
Honda	31,378	30,212	251,518	250,344
Jaguar	241	264	1,888	2,663
Lancia	136	152	1,539	1,151
Mazda	12,928	11,753	101,984	100,454
Mercedes-Benz	4,630	4,848	35,643	37,889
MG	2,257	2,277	9,403	21,131
Opel	....	259	....	12,350
Peugeot	1,049	1,091	8,794	8,199
Porsche	878	1,393	7,566	10,041
Renault	2,316	2,094	21,144	15,813
Rover	32	....	148	....
Saab	1,239	1,203	9,312	10,331
Sapporo	962	966	7,713	9,683
Subaru	11,887	9,924	94,678	89,600
Toyota	47,878	51,010	422,752	347,250
Triumph	2,696	1,475	10,415	9,449
Volkswagen	7,405	10,501	59,994	105,249
Volvo	5,456	5,613	38,552	40,935
TOTAL	198,508	210,085	1,684,142	1,647,339

DOMESTIC CAR SALES

	Aug. 21 to Aug. 31 1980	Same Period, 1979	August, 1980	Same Month, 1979	Jan. 1 to Aug. 31 1980	Same Period, 1979
Spirit	....	....	4,285	4,668	36,450	34,679
Concord	....	....	4,567	6,904	43,270	57,993
Pacer	....	....	103	719	1,883	5,877
Eagle	....	....	2,350	....	18,939	....
AMERICAN MOTORS*	3,700	5,000†	11,305	12,291	100,542	98,549
Horizon	5,246	2,807	12,737	7,687	91,356	110,772
Volare	2,703	10,609	6,296	17,395	57,076	120,745
Voyager	....	509	....	916	....	7,097
Fury	....	43	....	103	....	2,594
Plymouth	287	....	1,227	....	12,236	....
Total Plymouth	8,236	13,968	20,260	26,101	160,668	241,208
LeBaron	1,999	7,186	4,577	11,188	41,992	67,638
Cordoba	1,282	4,480	3,155	7,002	30,718	35,072
Chrysler	745	5,743	1,850	9,823	21,374	64,147
Total Chrysler	4,026	17,409	9,582	28,013	94,084	166,857
Omni	4,233	2,589	10,321	6,919	75,450	94,558
Aspen	1,932	7,899	4,616	13,000	43,289	82,761
Sportsman	....	1,140	....	2,339	....	22,512
Diplomat	914	2,848	2,151	4,647	21,716	31,045
Monaco	....	58	....	114	....	2,470
Mirada/Magnum	820	1,528	1,944	2,507	19,162	15,370
Dodge	512	1,676	1,470	3,124	14,230	21,295
Total Dodge	8,411	17,738	20,502	32,650	173,847	270,011
CHRYSLER CORP.	20,673	49,115	50,344	86,764	428,599	678,076
Pinto	5,928	4,400	13,460	12,712	108,420	139,968
Mustang	6,330	7,786	16,103	22,528	164,105	216,721
Fairmont	5,578	7,728	15,377	24,245	199,663	235,381
Club Wagon	....	559	....	2,208	....	28,355
Granada	2,723	3,762	6,520	9,976	54,674	100,653
LTD II	66	453	302	1,157	3,012	22,954
Thunderbird	3,264	5,454	8,763	18,940	95,574	136,082
Ford	3,109	4,660	9,850	18,122	104,742	180,140
Ford Division	26,998	34,802	70,375	109,888	730,190	1,060,254
Bobcat	1,137	1,330	2,434	3,368	20,511	33,585
Zephyr	1,810	2,614	4,535	6,723	55,726	68,544
Monarch	674	1,501	1,651	3,687	18,911	39,515
Cougar	....	358	....	747	....	3,955
XR-7	1,315	3,442	3,502	10,359	38,348	82,049
Capri	1,662	2,471	3,982	6,657	44,132	66,693
Mercury	1,403	2,703	3,530	8,556	35,648	66,359
Total Mercury	8,001	14,419	19,634	40,097	213,276	360,700
Versailles	85	527	243	1,583	3,694	9,784
Lincoln	567	1,409	1,578	4,305	19,788	43,336
Mark VI	605	1,452	1,714	4,171	22,941	33,580
Total Lincoln	1,257	3,388	3,535	10,059	46,423	86,700
L-M Division	9,258	17,807	23,169	50,156	259,699	447,400
FORD MOTOR	36,256	52,609	93,544	160,044	989,889	1,507,654
Skyhawk	68	600	242	1,668	4,923	13,827
Skylark	6,350	4,292	14,168	11,800	115,285	69,964
Century	4,496	1,047	10,537	3,117	95,520	33,381
Regal	7,417	6,109	17,094	21,897	125,839	180,617
LeSabre	3,098	3,700	7,373	13,295	61,406	93,685
Electra	1,936	2,280	4,824	8,715	38,521	57,382
Riviera	1,385	593	3,382	2,138	27,064	56,659
Buick Division	24,750	18,621	57,620	62,630	468,558	485,515
Seville	783	1,206	1,966	3,142	22,221	27,832
Cadillac	3,356	6,643	9,196	17,715	83,997	136,882
Eldorado	1,504	1,406	3,892	3,660	32,425	44,486
Cadillac Division	5,643	9,255	15,054	24,517	138,643	209,200
Chevette	13,181	9,552	29,110	29,358	259,224	271,213
Monza	6,164	4,839	14,105	10,653	102,586	105,871
Citation/Nova	11,211	13,690	28,872	30,673	263,770	191,156
Sportvan	....	985	....	2,563	....	22,756
Camaro	4,170	5,651	10,074	14,244	84,423	155,797
Malibu	7,829	10,426	19,807	26,288	178,591	244,551
Monte Carlo	5,154	11,380	12,677	30,603	106,252	190,063
Chevrolet	7,223	15,289	17,723	42,700	185,746	315,829
Corvette	1,210	1,352	2,867	3,142	24,522	25,470
Chevrolet Division	56,142	73,164	135,235	190,224	1,205,114	1,522,706
Starfire	67	689	180	1,458	5,005	14,150
Omega	2,494	1,960	6,644	5,303	59,125	31,138
Cutlass	5,822	2,384	14,492	6,383	139,064	65,189
Supreme	8,331	15,091	21,154	43,583	175,180	297,787
Olds 88	3,752	7,197	10,342	21,096	102,393	166,741
Olds 98	1,449	2,871	3,939	7,983	45,055	62,222
Toronado	1,083	799	2,757	2,162	24,910	34,029
Oldsmobile Division	22,998	30,991	59,508	87,968	550,732	671,256
Sunbird	5,299	2,887	12,870	6,932	89,772	65,901
Phoenix	2,994	3,127	8,162	7,496	66,427	51,731
Firebird	2,392	3,861	6,321	9,506	61,127	112,952
LeMans	1,793	3,315	4,819	8,326	51,688	80,368
Grand Prix	3,435	6,860	9,001	19,904	73,290	125,569
Pontiac	2,698	6,733	7,552	19,291	73,309	120,145
Pontiac Division	18,611	26,783	48,725	71,455	415,613	556,666
GENERAL MOTORS	128,144	158,814	316,142	436,794	2,778,660	3,445,343
VOLKSWAGEN	6,681	4,251	15,085	9,158	130,304	110,003
DOMESTIC TOTALS	195,454	269,789	486,420	705,051	4,427,994	5,839,625
IMPORT TOTAL	....	....	198,508	210,085	1,684,142	1,647,339
INDUSTRY TOTALS	....	....	684,928	915,136	6,112,136	7,486,964

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

BEST AVAILABLE COPY

U. S. makers build 125,716, a gain of 39 pct.

Auto production moves up for week

By Michele Raquepau
Staff Writer

U. S. auto makers assembled 125,716 units last week, an increase of 39.60 percent from the 90,053 of the previous week.

Last week's output was a 22.79 percent drop from the 162,828 cars produced in the comparable 1979 week.

The year's cumulative production of 4,389,977 is a 29.58 percent decline from the 6,233,939 autos built by this date in 1979.

General Motors has the greatest share of year-to-date production with 65.15 percent. GM produced 80,993 units last week.

Ford Motor Co. built 29,215 cars last week and has 19.48 percent of the year's total.

The 11,850 autos built by Chrysler Corp. last week brought the company's share of the year's output to 9.32 percent.

American Motors assembled 3,571, and has 2.76 percent of year-to-date production.

Volkswagen of America is down for changeover to 1981 model output until Sept. 22. VWoA has 3.24 percent of the year's total.

Checker built 87 units last week and has 0.05 percent of year-to-date production.

Chrysler's Lynch Rd. point (Chrysler, Plymouth), will be down until Sept. 29 when it is scheduled to resume full production. All other Chrysler auto assembly plants are working regular schedules this week.

AMC's Kenosha plant is scheduled to work regular hours this week.

Truck output rises 42 pct.

Truck production last week by U. S. makers of 31,322 rose 42.15 percent from the 22,034 of the previous week, but declined 34.31 percent from the 47,683 units assembled in the comparable 1979 week.

Year-to-date output of 1,055,374 is a 56.09 percent drop from the 2,403,504 trucks built by this date in 1979.

Ford Motor Co. has 35.86 percent of year-to-date production, and Chevrolet has 29.09 percent.

The breakdown for the other truck makers is: Dodge, 8.84 percent; GMC, 10.35 percent; International, 4.16 percent; Mack, 1.60 percent; Jeep, 5.05 percent; AM General Corp., 0.49 percent; Volkswagen, 1.91 percent, and miscellaneous, 2.65 percent.

Chrysler Corp.'s Warren truck plant is working a regular schedule this week.

Jeep's Toledo plant is scheduled to work regular hours this week.

Car production in Canada climbs 20 pct. for week

Auto production by Canadian makers last week of 14,977 jumped 20.59 percent from the 12,420 units built in the previous week.

Last week's output was a 26.28 percent decline from the 20,317 of the comparable 1979 week.

The year's cumulative production of 571,657 is a 19.00 percent drop from the 705,749 cars assembled by this date in 1979.

General Motors' has the greatest share of year-to-date production with 59.01 percent. Last week, GM assembled 10,832 units.

Ford Motor Co. produced 1,520 autos last week and has 31.21 percent of the year's output.

Chrysler Corp. built 2,400 cars last week. Chrysler has an 8.55 percent share of year-to-date production.

The 225 units assembled by Volvo last week brings its portion of total yearly output to 1.23 percent.

Truck makers in Canada built 10,377 units last week, a 4.80 percent rise over the 9,902 of the previous week, but a 8.91 percent decline from the 11,392 trucks assembled in the comparable 1979 week.

The 350,288 trucks built in Canada this year is a 26.44 percent drop from the 476,216 assembled by this time in 1979.

GM has the largest share of the year's truck production with 47.27 percent.

The breakdown for the other truck makers is: Chrysler, 9.27 percent; Ford, 36.24 percent; American Motors, 3.32 percent; International, 3.45 percent; and Mack, 0.45 percent.

U. S. CAR PRODUCTION

	Week Ended Sept. 13, 1980	Same Week 1979	Week Ended Sept. 6, 1980	Sept. to Date	Jan. 1, to Sept. 15, 1979	Jan. 1, to Sept. 13, 1980
AMERICAN MOTORS	3,571*	4,750	3,571*	7,142*	117,595	121,226*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	11,850	19,817	8,533	20,383	662,404	409,105
Plymouth Total	5,400	8,080	3,969	9,369	266,074	186,319
Horizon	3,300	3,441	2,762	6,062	120,905	111,911
Volare	....	3,783	....	....	136,986	51,740
'80 Gran Fury	....	538	....	....	1,880	13,311
Caravelle	100	318	64	164	6,303	4,585
Reliant	2,000	....	1,143	3,143	....	4,772
Chrysler Total	1,300	4,533	1,123	2,423	140,157	54,366
Chrysler	....	2,057	....	....	67,017	11,516
LeBaron	1,300	2,476	1,123	2,423	73,140	42,850
Dodge Total	5,150	7,204	3,441	8,591	256,173	168,420
Omni	2,800	2,639	2,134	4,934	106,330	95,923
St. Regis	....	605	....	....	22,276	10,724
Diplomat	700	1,329	528	1,228	34,485	20,952
Aspen	....	2,631	....	....	93,082	36,899
Aries	1,650	....	779	2,429	....	3,922
FORD MOTOR	29,215	40,156	21,790	51,005	1,571,325	855,246
Ford Division	19,585	28,128	14,436	34,021	1,046,438	619,282
Pinto	....	3,906	....	....	137,659	68,179
Mustang II/Mustang	5,310	8,432	4,225	9,535	278,314	172,003
Fairmont	2,334	6,147	2,305	5,139	153,790	162,414
Granada	2,899	1,242	1,946	4,845	115,840	59,310
LTD II	....	....	....	....	22,746	....
Thunderbird	2,939	4,793	2,043	4,982	203,302	84,614
Ford	1,684	3,608	1,350	3,034	134,837	62,723
Escort	3,919	....	2,567	6,486	....	10,039
L-M Division	9,630	12,028	7,354	16,984	524,837	235,964
Mercury Total	7,973	8,985	6,029	14,002	413,766	207,068
Bobcat	....	1,091	....	....	36,463	12,445
Capri	1,746	2,290	1,339	3,085	80,998	51,199
Zephyr	1,017	1,105	725	1,742	47,378	52,731
Monarch	....	216	....	....	50,619	16,409
Cougar/XR7	2,636	1,743	1,967	4,603	112,826	35,144
Mercury	1,292	2,540	1,052	2,344	85,482	35,842
Lynx	1,282	....	946	2,228	....	3,298
Lincoln Total	1,657	3,043	1,325	2,982	111,071	28,896
Lincoln	751	1,533	601	1,352	55,141	11,903
Versailles	....	....	....	....	9,869	1,861
Mark VI	906	1,510	724	1,630	46,061	15,132
GENERAL MOTORS	80,993	93,854	56,087	137,080	3,738,042	2,860,157
Buick Division	14,842	14,385	8,815	23,657	545,241	547,794
Skyhawk	....	237	....	....	16,408	....
Skylark/'79-'80	3,735	3,085	2,719	6,454	70,997	156,858
Century	3,372	1,824	1,805	5,177	38,359	117,800
Regal	4,210	4,466	2,140	6,350	191,624	141,572
Buick	2,605	3,827	1,819	4,424	188,411	101,938
Riviera	920	946	332	1,252	39,442	29,626
Cadillac Division	4,385	4,876	2,329	6,714	251,012	135,411
Seville	960	409	347	1,307	31,368	23,210
Cadillac	2,120	3,406	1,522	3,642	169,388	76,313
Eldorado	1,305	1,061	460	1,765	50,256	35,888
Chevrolet Division	37,180	44,338	26,495	63,675	1,655,420	1,234,524
Chevette	6,935	9,592	6,946	13,881	298,045	329,598
Monza	3,135	3,570	2,455	5,590	112,703	120,836
Camaro	2,420	4,183	1,722	4,142	199,290	86,640
Nova/Citation	9,890	7,576	4,457	14,347	202,620	328,263
Malibu	7,065	8,177	5,358	12,423	287,870	183,020
Monte Carlo	4,535	4,287	3,038	7,573	171,013	71,493
Chevrolet	2,400	6,012	1,880	4,280	348,531	83,471
Corvette	800	941	639	1,439	35,348	31,203
Oldsmobile Division	11,961	18,722	8,460	20,421	748,020	535,810
Starfire	....	524	....	....	15,343	....
Omega/'79-'80	1,905	1,545	1,335	3,240	33,547	82,706
Cutlass	4,901	11,191	3,170	8,071	383,427	269,482
Oldsmobile	4,660	4,586	3,749	8,409	277,889	157,476
Toronado	495	876	206	701	37,814	26,146
Pontiac Division	12,625	11,533	9,988	22,613	538,349	406,618
Acadian†	490	315	488	978	13,047	15,787
Sunbird	3,265	2,074	2,608	5,873	73,441	106,285
Phoenix/'79-'80	2,455	1,807	1,379	3,834	56,611	100,753
Firebird	1,490	1,020	1,125	2,615	149,765	56,135
LeMans	1,430	1,956	1,242	2,672	66,818	40,294
Grand Prix	2,555	3,177	2,417	4,972	65,777	45,272
Pontiac	940	1,184	729	1,669	112,890	42,092
VOLKSWAGEN	....	4,171	....	....	141,159	142,169
CHECKER	87*	80	72	159	3,414	2,074
Total Cars, N. S.	125,716	162,828	90,053	215,769	6,233,939	4,389,977

CANADIAN CAR PRODUCTION

	Week Ended Sept. 13, 1980	Same Week 1979	Week Ended Sept. 6, 1980	Sept. to Date	Jan. 1, to Sept. 15, 1979	Jan. 1, to Sept. 13, 1980
CHRYSLER CORP.	2,400	3,843	1,878	4,278	82,546	48,900
FORD MOTOR	1,520	5,422	4,700	6,220	220,363	178,388
GENERAL MOTORS	10,832	10,891	5,662	16,494	396,904	337,361
VOLVO	225	161	180	405	5,936	7,008
Total Cars, Canada	14,977	20,317	12,420	27,397	705,749	571,657
N. American Cars	140,693	183,145	102,473	243,166	6,939,688	4,961,634
N. American Trucks	41,699	59,075	31,936	73,635	2,879,720	1,405,662
North American Cars and Trucks	182,392	242,220	134,409	316,801	9,819,408	6,367,296

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 13, 1980	Same Week 1979	Week Ended Sept. 6, 1980	Sept. to Date	Jan. 1, to Sept. 15, 1979	Jan. 1, to Sept. 13, 1980
CHEVROLET	6,710	15,126	4,623	11,333	759,412	307,002
DODGE/PLYMOUTH	2,600	2,737	2,100	4,700	270,169	93,275
FORD	14,427	16,413	9,046	23,473	835,472	378,481
GMC	2,429	6,184	1,609	4,038	258,086	109,239
INTERNATIONAL	1,985	2,812	1,680	3,665	96,743	43,944
MACK	400	811	333	733	26,496	16,834
JEEP	1,905*	2,400	1,905*	3,810*	109,625	53,265*
AM CORP.	238*	450	238*	476*	17,801	5,198*
VOLKSWAGEN	....	....	....	....	....	20,183
MISCELLANEOUS	628*	750	500	1,128	29,700	27,953
Total Trucks, U. S.	31,322	47,683	22,034	53,356	2,403,504	1,055,374

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 13, 1980	Same Week 1979	Week Ended Sept. 6, 1980	Sept. to Date	Jan. 1, to Sept. 15, 1979	Jan. 1, to Sept. 13, 1980
CHRYSLER CORP.	1,600	814	1,267	2,867	40,716	32,472
FORD MOTOR	4,152	3,041	5,695	9,847	170,242	126,951
GENERAL MOTORS	4,100	5,916	2,524	6,634	206,974	165,569
AMERICAN MOTORS	....	1,057	....	....	40,708	11,644
INTERNATIONAL	475	475	384	859	14,934	12,069
MACK	40	89	32	72	2,642	1,583
Total Trucks, Canada	10,377	11,392	9,902	20,279	476,216	350,288
N. American Trucks	41,699	59,075	31,936	73,635	2,879,720	1,405,662

†—Now includes van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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1.3 million units; 69-day supply

New-car stockpile sliced

By Richard A. Wright
Assistant Managing Editor

It hasn't been the easiest cleanup this summer and the domestic new-car inventory dropped only slightly during August. Efforts to redress the balance between large and small cars have been successful, however, and standards were in shorter supply than subcompact and compact cars.

The industry opened September with a 69-day supply of new cars, down from 72 days on Aug. 1. A year earlier, the industry had a 67-day supply on Sept. 1.

This year's Sept. 1 stockpile totaled 1,336,595, down from 1,506,681 a month earlier. Despite the lower days-supply level a year earlier, the industry had a much heftier 1,752,661 unit count on Sept. 1 last year.

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While the days-supply figure did not drop much from Aug. 1 to Sept. 1, the unit count was down about 170,000 and the lion's share of that cutback was by General Motors, which lopped more than 135,000 off its total.

Ford Motor Co. and Chrysler Corp. also cut their unit counts during the month, while American Motors and Volkswagen of America boosted their stockpiles.

• GM had a 60-day supply Sept. 1, down from 67 days a month earlier. GM stocks were generally quite balanced as X-car inventories have been built up and heavy supplies of some larger cars have been trimmed.

Ford Motor Co. opened September with an 81-day supply, unchanged from a month earlier, despite the fact that its unit count was trimmed. While most of Ford's inventory was made up of '80 models, there were some '81s, including about 5,000 Escort/Lynx models.

Chrysler Corp. had a 91-day supply Sept. 1, down from 106 days Aug. 1. Chrysler's stock was also mostly '80s, but included a couple thousand K-cars and a handful of Imperials, the maker's new luxury entry.

AMC also had a 91-day supply Sept. 1, up a bit from 87 days the preceding month. AMC stocks were just about depleted of Pacers.

VWoA had a 45-day supply of U. S.-built Rabbits as the month opened, up from a 34½-day stock on Aug. 1.

The Sept. 1 domestic new-car inventory was divided this way: GM, 56.68 percent; Ford Motor Co., 24.54 percent; Chrysler Corp., 13.66 percent; AMC, 3.09 percent, and VWoA, 2.03 percent.

A month earlier, the new-car inventory was divided as follows: GM, 59.46 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.73 percent; AMC, 2.37 percent, and VWoA, 1.68 percent.

By size class, all segments were trimmed during the month except standards, which remained unchanged, and compacts,

Continued on Page 54, Col. 2

More regulatory relief announced by EPA

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A second wave of regulatory relief for the domestic auto industry has rolled in from EPA. This time, as predicted last week by AUTOMOTIVE NEWS, it affects light and heavy-duty truck emissions.

EPA predicts it will save U.S. makers million of dollars—on top of the first wave which may save half a billion dollars by changes in high-altitude requirements and an easing of test procedures for 1982 and later models. And there may still be more to come.

In letters sent to the chief executives of the five domestic companies, EPA chief Douglas Costle said: "In each of these decisions, I have tried to reduce the near-term cost of EPA regulations on the auto industry without compromising our mandate to protect public health and the environment."

There are also other areas in which the companies asked for relief, but Costle declined because of possible negative environmental effects.

EPA has chosen to emphasize areas in auto emission controls where significant savings can benefit the companies and provide near-term cash-flow savings.

EPA announced postponement of the light-duty truck hy-

Continued on Page 54, Col. 1

Ford plans to buy diesels from BMW, Toyo Kogyo

By Paul Lienert
Contributing Editor

Ford Motor Co. has agreed to purchase diesel engines from BMW for use in the 1984 Lincoln and Mark luxury cars, according to sources in Europe.

In addition, the U. S. auto maker will buy small four-cylinder diesels from Toyo Kogyo, its Japanese partner, for use in future front-drive models, including Escort, in 1982-83.

Ford also is negotiating with several other Japanese firms, including Toyota and Daihatsu, to purchase three-cylinder gas engines for use in a tiny, two-seat commuter car it plans to build in 1984-85, sources say.

Ford is buying the engines because it cannot afford to develop and produce them itself, sources said.

Ford reportedly has agreed to purchase 80,000 to 120,000 diesels a year from BMW, including four-cylinder, six-cylinder and turbo-diesel units. The same engines will be used in BMW's 5-series and 7-series models. They will be assembled in a new plant in Austria, operated by Steyr-Daimler-Puch, beginning next year.

The BMW diesel is said to feature an unusual design, with the upper engine block and cylinder head comprising a single unit, mated to the lower block. BMW and Steyr plan to produce up to 200,000 diesels a year when the Austrian plant hits full stride in 1982.

Sources say Ford also has agreed to buy up to 150,000

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NEWSPAPER

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Stingy Starlet

Toyota's super-economy model

Toyota Starlet with 79-CID engine and five-speed transmission, scored 39 MPG in EPA economy ratings—thus replacing Plymouth Champ/Dodge Colt as most economical gas-engine car. The Starlet has not yet been introduced in the U. S., but will be offered here in three-door version as an '81 model. It is expected to be one of the few '81s—if not the only one—to be priced below $4,000.

breaking news

Nissan to build in Georgia or Tennessee

WASHINGTON. — Nissan Motor Co. has narrowed its search for a U. S. plant site to Tennessee and Georgia, the company said last week. Marvin T. Runyon, president of Nissan's new American subsidiary, Nissan Motor Mfg. Corp. USA, said a decision on the location is expected in the near future. The plant will turn out 10,000 Datsun pickups and will require an investment of more than $300 million.

Jessen slated to succeed Nordmann

DETROIT.—When Karlfried Nordmann retires early next year as president of Mercedes-Benz of North America, he reportedly will be succeeded by Werner Jessen, executive vice president of Mercedes-Benz do Brasil.

Slowdown seen in Japanese car exports to U. S.

WASHINGTON.—Japanese auto exports to the U. S. will slow down for the rest of the year, the Washington Post said last week in a story quoting Trade Minister Rokusuke Tanaka. Japanese papers are saying Toyota, Nissan and Honda have predicted exports will drop, but are denying it is because their government has asked them to adopt "prudent" policies toward exports to the U. S. About a 2 percent reduction is

See BREAKING NEWS, Page 55, Col. 1

Due to bow in next three years on FWD models

GM grooms 10 new small engines

By Paul Lienert
Contributing Editor

General Motors is planning to produce at least 10 new engines in the next three years, all of them designed for use in new front-drive models from the corporation.

Significantly, none of the engines is a V-8.

GM, in fact, is phasing out most of its V-8 gas and diesel engines in passenger cars over the next two to three years, while turning to new configurations, such as a V-4 and slant three.

All five GM passenger-car divisions are involved. Chevrolet, Buick and Pontiac will handle most of the three-cylinder and four-cylinder production for the corporation's front-drive compact and subcompact models, while Oldsmobile is the lead division on diesels. Cadillac is to concentrate on V-6 engines for larger cars, along with Buick, Oldsmobile and Chevy.

Here's how industry sources see new engine development and production being divided at GM in 1981-84:

Chevrolet is to begin building a new 1.8-liter four for transverse mounting in the Cavalier, its front-drive J-car replacement for Monza next spring. The Chevy 1.8 also will be used in '81 by Pontiac and Cadillac and probably by Buick and Olds in '82.

GM, however, plans to begin importing a 1.8-liter four from Brazil in late '81 for use in the Pontiac J-car. The same engine also may be used by Oldsmobile and Buick in their J-cars, which are scheduled to debut in mid-1982.

Chevy also may produce a larger version of the J-car engine, displacing 2 liters, for use in the '84 X-car (Citation). The division is said to be developing gas and diesel versions of the 2-liter four, which could be shared with the other divisions.

GM's largest passenger-car division also is spearheading development work, along with Buick, on three-cylinder engines for use in the corporation's new minicompact, the S-car, which is due to appear in the U. S. in the '84 model year.

Buick indicates it will simply cut its existing 90-degree V-6 in half to get a three-cylinder block. The division currently is testing a 1.9-liter three (half of its 3.8-liter V-6) in some X-car models; officials say the three-cylinder can be built in displacements ranging from 1.3 to 2.1 liters.

Chevy, however, feels it will

Continued on Page 54, Col. 4

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Sept. 1, 1980	Aug. 1, 1980	Sept. 1, 1979
Spirit	91	95	77
Concord	85	81	66
Eagle	106	98	—
Pacer	13	21	113
AMERICAN MTRS.	91	87	81
Horizon	72	94½	67
Volare	87	113½	53
Gran Fury	33	32½	—
Plymouth	76	94	59
LeBaron	112	136½	62
Cordoba	142	144	104
Chrysler	93	107	81
Chrysler	119	132	75½
Omni	72	92	59
Aspen	96	111	58
Diplomat	145	143½	87
Mirada	154	141½	91
St. Regis	50	67	84
Dodge	92	106	69
CHRYSLER CORP.	91	106	68
Pinto	85	127	68
Mustang	74	70	72
Fairmont	94	78	83
Granada	70	84	107
Thunderbird	81	88	90
Ford	52	50	101
Ford	81	84	86
Bobcat	91	126	67
Capri	93	72	64
Zephyr	109	92	110
Monarch	85	69	121
Cougar XR-7	77	86	96
Mercury	58	52	85
Mercury	83	79	89
Versailles	76	49	61
Lincoln	51	40	84
Mark VI	60	48	95
Lincoln	56	47	85
FORD MOTOR CO.	81	81	87
Skyhawk	91	64	50
Skylark	44	55	9
Century	60	64	78
Regal	57	79	40
LeSabre	62½	76	49
Electra	62	79	70
Riviera	47	66	41
Buick	55	69	42
Seville	88	94	72
Cadillac	46	56	53
Eldorado	46	64	48
Cadillac	52	63	55
Chevette	74	71	28
Monza	50	58	36
Citation	47	47	21
Camaro	61½	76½	60
Malibu	77	85	68
Monte Carlo	68	83	53
Chevrolet	84	86½	83
Corvette	61	55	49
Chevrolet	66	70	53
Starfire	47	51	32
Omega	42	46	15
Cutlass	61	70½	62
Supreme	47	60½	32
Olds 88	43	45	35
Olds 98	54	39	51
Toronado	48	62	40
Oldsmobile	50	57	36
Sunbird	49½	55	32
Phoenix	52	53	18
Firebird	69	81	72
LeMans	96½	89	73
Grand Prix	80	88	43
Pontiac	61½	72	60
Pontiac	64½	71	51
GENERAL MOTORS	60	67	48
VOLKSWAGEN	45	34½	31
TOTAL CARS, U.S.	69	72	60

New-car inventory sliced to 69 days, 1.3 million units

Continued from Page 1

which actually increased slightly.

The industry had a 68-day supply of subcompacts, off from 73 days a month earlier, and a 70-day supply of compacts, up slightly from 69 days. The 7½-day supply of intermediates was down from 81 days and the 58-day supply of luxury units was down from 59½ days. Standards were unchanged at 65 days.

The Sept. 1 inventory was divided this way among the size classes: Subcompacts, 23.01 percent; compact, 27.83 percent; intermediate, 30.79 percent; standard, 13.60 percent, and luxury, 4.77 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 20.66 percent; compact, 26.35 percent; intermediate, 33.30 percent; standard, 14.52 percent, and luxury, 5.17 percent.

• The Sept. 1 days-supply figures by market class were:

Subcompact — Rabbit, 45; Starfire, 47; Sunbird, 49½; Monza, 50; Horizon, 72; Omni, 72; Chevette, 74; Pinto, 85; Spirit, 91; Bobcat, 91, and Skyhawk, 91.

Compact — Pacer, 13; Omega, 42; Skylark, 44; Citation, 47; Phoenix, 52; Camaro, 61½; Firebird, 69; Mustang, 74; Concord, 85; Volare, 87; Capri, 93; Fairmont, 94; Aspen, 96; Eagle, 106, and Zephyr, 109.

Intermediate — Supreme, 47; Regal, 57; Century, 60; Cutlass, 61; Monte Carlo, 68; Granada, 70; Cougar XR-7, 77; Malibu, 77; Grand Prix, 80; Thunderbird, 81; Monarch, 85; LeMans, 96½; LeBaron, 112; Cordoba, 142; Diplomat, 145, and Mirada, 154.

Standard — Gran Fury, 33; Olds 88, 43; St. Regis, 50; Ford, 52; Olds 98, 54; Mercury, 58; Pontiac, 61½; Electra, 62; LeSabre, 62½; Chevrolet, 84, and Chrysler, 93.

Luxury — Cadillac, 46; Eldorado, 46; Riviera, 47; Toronado, 48; Lincoln, 51; Mark VI, 60; Corvette, 61; Versailles, 76, and Seville, 88.

truck industry news

They're only gainers over '79

Group 7, imports soften registration setbacks

Registrations of new Group 7 heavy trucks and the non-captive imports — mainly compact Group 1 pickups — continue to increase in the U. S. and their tallies were the only bright spots in the industry total for the first seven months of 1980.

Through July, according to R. L. Polk & Co., industry registrations were down 26.2 percent from last year, from 2,064,779 units to 1,524,391. The count was down substantially in two of the three market segments.

July's 222,249 tallies declined 23.4 percent below the 290,070 units registered in the same month in 1979, and again there were losses in all three market categories.

Group 7 was the only one of the eight to post a gain over the year-ago totals, and its impressive gains continue to come at the expense of Group 6.

Through July, the Group 7 count was 47,160 units, an increase of 72.1 percent over last year's 27,402. These vehicles accounted for 40.8 percent of the seven-month heavy-truck tallies this year, compared with only 21.8 percent in 1979.

Table on Page 49

The sharp growth in the switch from gasoline engines to heavier mid-range diesels in trucks which traditionally fell into the Group 6 weight classification is mainly responsible for the Group 7 advances.

Another reason for the growth in Group 7 registrations is that these vehicles are used largely in what are considered recession - proof applications — short-haul pickup and delivery, beverage and food distribution and refuse collection, to name a few.

Sales of trucks in these applications have not been hit as hard this year as the Group 8

Continued on Page 49, Col. 1

Runnerup spot in HD tallies regained by IH

International is back in second place in registrations of new heavy trucks in the U. S., with a July surge which dropped GMC into the No. 3 slot after a three-month hold on the runnerup spot to Ford.

In July, 3,576 Groups 7 and 8 International trucks were registered, according to R. L. Polk & Co., compared with 2,289 GMC vehicles. Ford, with 3,912 tallies during the month, was the only truck maker to exceed the International total.

Total industry registrations of heavies for the first seven months of 1980 were down only 7.8 percent from a year ago, 115,668 versus the record 125,502 in 1979. The July count,

Continued on Page 49, Col. 1

U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	7 mos., 1980	Percent Share of '80 market	7 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	486,084	31.89	663,554	32.14	− 0.25
Chevrolet	462,083	30.31	661,358	32.03	− 1.72
Dodge	140,821	9.24	211,913	10.26	− 1.02
GMC	114,077	7.48	160,223	7.76	− 0.28
Jeep	49,687	3.26	83,659	4.05	− 0.79
International	36,324	2.38	67,158	3.25	− 0.87
Plymouth*	17,582	1.15	11,720	0.57	+ 0.58
Mack	13,010	0.86	17,868	0.87	− 0.01
Kenworth	7,326	0.48	8,581	0.42	+ 0.06
Freightliner	6,748	0.44	7,544	0.36	+ 0.08
Peterbilt	4,406	0.29	5,501	0.27	+ 0.02
White	3.137	0.21	5,675	0.27	− 0.06
Autocar	987	0.07	1,328	0.06	+ 0.01
Western Star	630	0.04	665	0.03	+ 0.01
Volvo	431	0.03	374	0.02	+ 0.01
Diamond Reo	65	....	....	....	....
Miscellaneous**	180,993	11.87	157,658	7.64	+ 4.23
TOTALS	1,524,391	100.00	2,064,779	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Illinois, July, 1980; Utah, July, 1979.
NOTE: 1980 figures window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

SEVEN MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	7 mos., 1980	Percent Share of 80 market	7 mos., 1979	Percent Share of '79 Market	Pct. pt. Change, '80-'79
Ford	29,242	25.28	22,465	17.90	+ 7.38
International	19,311	16.70	38,681	30.82	−14.12
GMC	18,336	15.85	11,447	9.12	+ 6.73
Mack	12,797	11.06	17,868	14.24	− 3.18
Chevrolet	10,087	8.72	3,532	2.81	+ 5.91
Kenworth	7,326	6.33	8,581	6.84	− 0.51
Freightliner	6,748	5.84	7,544	6.01	− 0.17
Peterbilt	4,406	3.81	5,501	4.38	− 0.57
White	3,137	2.71	5,675	4.52	− 1.81
Autocar	987	0.85	1,328	1.06	− 0.21
Western Star	630	0.55	665	0.53	+ 0.02
Volvo	429	0.37	374	0.30	+ 0.07
Diamond Reo	65	0.06	....	....	+ 0.06
Miscellaneous	2,167	1.87	1,841	1.47	+ 0.40
TOTALS	115,668	100.00	125,502	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Illinois, July, 1980; Utah, July, 1979.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**July, '80**								113	113
	July, '79								205	205
	Year to Date '80								987	987
	Year to Date '79								1,328	1,328
BROCKWAY	**July, '80**									
	July, '79									
	Year to Date '80									
	Year to Date '79								2	2
CHEVROLET	**July, '80**	32,992	31,523	10		101	1,156	1,070	195	67,047
	July, '79	37,091	49,878	434		142	2,736	74	387	90,742
	Year to Date '80	222,654	220,085	726		951	7,580	8,211	1,876	462,083
	Year to Date '79	270,717	362,859	4,100		1,022	19,128	871	2,661	661,358
(Memo Units)#	**July, '80**	13,533	8,672							22,205
	July, '79	18,121	14,193							32,314
	Year to Date '80	99,879	63,955							163,834
	Year to Date '79	122,187	105,094							227,281
DIAMOND REO	**July, '80**								5	5
	July, '79									
	Year to Date '80								65	65
	Year to Date '79									
DODGE	**July, '80**	9,151	10,964	958	43					21,116
	July, '79	9,500	15,516	2,724	8					27,748
	Year to Date '80	56,646	80,477	3,511	187					140,821
	Year to Date '79	60,649	121,378	25,551	4,335					211,913
(Memo Units)#	**July, '80**	6,090	6,683	63						12,836
	July, '79	5,622	8,239	2,544						16,405
	Year to Date '80	38,038	51,460	1,370						90,868
	Year to Date '79	35,987	65,442	20,987						122,416
FORD	**July, '80**	21,576	43,158	41			1,798	2,887	1,025	70,485
	July, '79	23,774	59,496	36			4,309	1,376	2,129	91,120
	Year to Date '80	148,478	296,071	407			11,886	20,385	8,857	486,084
	Year to Date '79	167,478	442,005	240			31,366	8,948	13,517	663,554
(Memo Units)#	**July, '80**	8,026	13,347							21,553
	July, '79	8,944	18,782							27,726
	Year to Date '80	81,440	98,060							159,500
	Year to Date '79	66,393	137,102							203,495
FREIGHTLINER	**July, '80**								744	744
	July, '79								932	932
	Year to Date '80								6,748	6,748
	Year to Date '79								7,544	7,544
VOLVO	**July, '80**							54	25	79
	July, '79									
	Year to Date '80						2	363	66	431
	Year to Date '79									
GMC	**July, '80**	5,259	8,160	1		71	644	921	1,368	16,424
	July, '79	5,943	14,493	34		79	2,033	155	1,694	24,431
	Year to Date '80	31,639	58,248	5		407	5,442	8,510	9,826	114,077
	Year to Date '79	37,634	95,797	566		552	14,227	1,035	10,412	160,223
(Memo Units)#	**July, '80**	778	2,037							2,815
	July, '79	1,255	4,093							5,348
	Year to Date '80	5,785	16,060							21,845
	Year to Date '79	7,442	28,061							35,503
INTERNATIONAL	**July, '80**		1,665				1,339	1,681	1,895	6,580
	July, '79		1,776				2,858	2,618	3,545	10,797
	Year to Date '80		9,777				7,236	8,730	10,581	36,324
	Year to Date '79		13,626				14,851	15,717	22,964	67,158
(Memo Units)#	**July, '80**									
	July, '79									
	Year to Date '80									
	Year to Date '79									
JEEP	**July, '80**	4,284	2,895							7,179
	July, '79	6,583	3,652							10,235
	Year to Date '80	30,779	18,908							49,687
	Year to Date '79	47,301	36,358							83,659
(Memo Units)#	**July, '80**	4,284	2,177							6,461
	July, '79	6,583	1,586							8,169
	Year to Date '80	30,779	14,092							44,871
	Year to Date '79	47,301	16,119							63,420
KENWORTH	**July, '80**								883	883
	July, '79								1,195	1,195
	Year to Date '80								7,326	7,326
	Year to Date '79								8,581	8,581
MACK	**July, '80**						73		1,488	1,561
	July, '79								2,621	2,621
	Year to Date '80						213		12,797	13,010
	Year to Date '79								17,868	17,868
PETERBILT	**July, '80**								459	459
	July, '79								736	736
	Year to Date '80								4,406	4,406
	Year to Date '79								5,501	5,501
PLYMOUTH	**July, '80**	1,588	739							2,327
	July, '79	1,292	253							1,545
	Year to Date '80	11,951	5,631							17,582
	Year to Date '79	8,651	3,069							11,720
WESTERN STAR	**July, '80**								102	102
	July, '79								119	119
	Year to Date '80								630	630
	Year to Date '79								665	665
WHITE	**July, '80**								508	508
	July, '79								689	689
	Year to Date '80								3,137	3,137
	Year to Date '79								5,675	5,675
MISCELLANEOUS*	**July, '80**	26,116	2	1		2	240	97	179	26,637
	July, '79	26,387	2	2		6	210	131	217	26,955
	Year to Date '80	177,003	10	12	6	15	1,780	961	1,206	180,993
	Year to Date '79	154,388	10	31	3	19	1,366	831	1,382	158,030
TOTALS	**July, '80**	100,966	99,106	1,011	43	174	5,250	6,710	8,989	222,249
	July, '79	110,570	145,066	3,230	8	227	12,146	4,354	14,469	290,070
	Year to Date '80	679,150	689,207	4,661	193	1,373	34,139	47,160	68,508	1,524,391
	Year to Date '79	746,818	1,075,102	30,488	4,338	1,593	80,938	27,402	98,100	2,064,779

★—No Oklahoma registrations 1980 and 1979; Illinois, July, 1980; Utah, July, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Gains for Group 7, imports soften truck-market setbacks

Continued from Page 10

line-haul vehicles and units employed in the depressed construction and housing market.

Group 8 registrations, as a result of the recession, were off 30.2 percent in the first seven months, from a record 98,100 units in 1979 to 68,508.

Runnerup spot in HD trucks regained by IH

Continued from Page 10

however, dropped 16.6 percent from the previous year, from 18,823 in 1979 to 15,699.

Over the seven-month span, registrations of Group 7 vehicles were 72 percent higher than last year because of the reclassification of units that earlier fell into Group 6. There were 47,160 Group 7 tallies through July, compared with 27,402 last year.

Because of the reclassification, Group 6 registrations for the seven months were down almost 58 percent from a year ago, 34,139 versus 80,938.

The broad differences in the Groups 6 and 7 tallies from a year ago reflect the continued growth of the switch from gasoline power to the heavier mid-range diesels, which pushes trucks which normally would be in Group 6 up a notch into Group 7.

Group 8 registrations in the January-July period declined about 30 percent from a year ago, from a record 98,100 units in 1979 to 68,508.

Because of the increase in sales of the imported compact pickups, Group 1 suffered the smallest loss in the January-July period. The count was down only 9.1 percent from last year, from 746,818 units to 679,150.

Registrations of non - captive imports, medium and heavy mid-range diesels as well as the compact pickups, showed an increase of about 15 percent over last year, moving from 156,429 in 1979 to 179,762.

The biggest losers were Groups 3 and 4, reflecting the continued slump in sales of recreational vehicles. Only 193 Group 4 units—mostly big motor-home chassis — were registered through July, off 95.6 percent from last year's 4,338. The Group 3 total of 4,661 units was down 84.7 percent from the year-ago 30,488.

In Group 2, registrations dropped 35.9 percent below last year's level, from 1,075,102 units to 689,207. The Group 6 total was 34,139 units, down 57.8 percent from the year-ago 80,938. Group 5 had 1,373 tallies through July, off 13.8 percent from last year's 1,593 units.

Over the seven-month span, there were 1,373,018 light-truck registrations, a decline of 25.9 percent from the 1,852,408 tallied in 1979.

Mediums were down 58.9 percent, from 86,869 units to 35,705, while heavies suffered the least of the three market segments, a drop of 7.8 percent on 115,668 tallies, compared with a record 125,502 in 1979.

Rundown not yet completed

EPA lists '81-model mileage figures

WASHINGTON. — The EPA has released 1981 mileage figures for passenger cars according to size categories and for pickups, vans and special-purpose vehicles.

Not all nameplates are included in the listing because they were not certified in time. A second edition normally is issued in February.

City-driving figures for 49-state vehicles follow:

TWO SEATERS

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Alfa Romeo Spider 2000 Veloce	19	120	M5	FI
Chevrolet Corvette	15	350	A3	4
Datsun 280-ZX	21	168	M5	FI
Datsun 280-ZX	21	168	A3	FI
Fiat Spider 2000	25	122	M5	FI
Fiat Spider 2000	22	122	A3	FI
Fiat X1/9	26	91	M5	FI
Mazda RX-7	20	70	M5	4
Porsche 911	17	183	M5	FI
Porsche 924	20	121	M5	FI
Porsche 924 Turbo	20	121	M5	FI
Porsche 924	21	121	A3	FI

MINICOMPACT CARS

Honda Civic	36	91	M5	3
Honda Civic	29	91	A3	3
Honda Prelude	27	107	M5	3
Honda Prelude	24	107	A3	3
Porsche 928	16	273	M5	FI
Porsche 928	16	273	A3	FI
Toyota Starlet	30	79	M5	2

SUBCOMPACT CARS

AMC Spirit	23	151	M4	2
AMC Spirit	20	151	A3	2
AMC Spirit	19	258	M4	2
AMC Spirit	20	258	A3	2
Audi 4000	26	105	M5	FI
Audi 4000	21	131	M5	FI
Audi 4000	20	131	A3	FI
BMW 320i	25	108	M5	FI
BMW 320i	27	108	A3	FI
BMW 528i	18	170	M5	FI
BMW 528i	18	170	A3	FI
BMW 633 CSI	16	196	M5	FI
BMW 633 CSI	16	196	A3	FI
Chevrolet Camaro	19	229	A3	2
Chevrolet Camaro	18	267	A3	2
Chevrolet Camaro	16	305	A3	4
Chevrolet Camaro	16	350	A3	4
Chevrolet Chevette	30	98	M4	2
Chevrolet Chevette	26	98	A3	2
Datsun 200-SX	28	119	M5	FI
Datsun 200-SX	26	119	A3	FI
Datsun 210	30	75	M4	2
Datsun 210	36	85	M5	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 280-ZX 2+2	21	168	M5	FI
Datsun 280-SX 2+2	21	168	A3	FI
Datsun 310	32	91	M4	2
Datsun 310	28	91	M5	2
Datsun 510	29	119	M4	2
Datsun 510	30	119	M5	2
Datsun 510	27	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Dodge Challenger	20	156	M5	2
Dodge Challenger	21	156	A3	2
Dodge Colt	37	86	M4	2
Dodge Colt	33	86	M4x2	2
Dodge Colt	31	98	M4x2	2
Dodge Colt	28	98	A3	2
Dodge 024/De Tomaso	27	105	M4	2
Dodge 024/De Tomaso	25	105	A3	2
Dodge 024/De Tomaso	25	135	M4	2
Dodge 024/De Tomaso	24	135	A3	2
Fiat Brava	24	122	M5	FI
Fiat Brava	24	122	A3	FI
Ford Laser	35	91	M4	2
Ford Laser	35	91	M5	2
Ford Laser	30	91	A3	2
Ford Mustang	23	140	M4	2
Ford Mustang	22	140	A3	2
Ford Mustang	20	200	M4	1
Ford Mustang	20	200	A3	1
Ford Mustang	19	255	A3	2
Honda Accord	27	107	M5	3
Honda Accord	24	107	A3	3
Lancia Beta/Zagato	19	122	M5	FI
Lancia Beta/Zagato	20	122	A3	FI
Mercury Capri	23	140	M4	2
Mercury Capri	22	140	A3	2
Mercury Capri (Calif.)	20	200	M4	1
Mercury Capri (Calif.)	20	200	A3	1
Mercury Capri	19	255	A3	2
Mazda GLC	35	91	M4	2
Mazda GLC	35	91	M5	2
Mazda GLC	30	91	A3	2
Mazda 626	28	120	M5	2
Mazda 626	27	120	A3	2
Mitsubishi Dodge Challenger	20	156	M5	2
Mitsubishi Dodge Challenger	21	156	A3	2
Mitsubishi Dodge Colt	37	86	M4	2
Mitsubishi Dodge Colt	33	86	M4x2	2
Mitsubishi Dodge Colt	30	98	M4x2	2
Mitsubishi Dodge Colt	28	98	A3	2
Mitsubishi Ply Champ	37	86	M4	2
Mitsubishi Ply Champ	33	86	M4x2	2
Mitsubishi Ply Champ	30	98	M4x2	2
Mitsubishi Ply Champ	28	98	A3	2
Mitsubishi Plymouth Sapporo	20	156	M5	2
Mitsubishi Plymouth Sapporo	21	156	A3	2
Plymouth Champ	37	86	M4	2
Plymouth Champ	33	86	M4x2	2
Plymouth Champ	31	98	M4x2	2
Plymouth Champ	28	98	A3	2
Plymouth Sapporo	20	156	M5	2
Plymouth Sapporo	21	156	A3	2
Plym. TC3/Turismo	27	105	M4	2
Plym. TC3/Turismo	25	105	A3	2
Plym. TC3/Turismo	25	135	M4	2
Plym. TC3/Turismo	24	135	A3	2
Pontiac Firebird	19	231	A3	2
Pontiac Firebird	18	265	A3	2
Pontiac Firebird Turbo	15	301	A3	4
Renault 18i	26	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	32	97	M4	2
Subaru	32	97	M5	2
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Celica	25	144	M5	2
Toyota Celica	25	144	A4	2
Toyota Celica Supra	21	168	M5	FI
Toyota Celica Supra	22	168	A4	FI
Toyota Corolla	30	108	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corolla Tercel	36	89	M4	2
Toyota Corolla Tercel	34	89	M5	2
Toyota Corolla Tercel	29	89	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI
VW Jetta	25	105	M5	FI
VW Jetta	25	105	A3	FI
VW Rabbit Diesel	42	97	M4	FI
VW Rabbit Diesel	38	97	M5	FI
VW Rabbit Diesel	28	105	M4	FI
VW Rabbit Diesel	25	105	M5	FI
VW Rabbit Diesel	25	105	A3	FI
VW Scirocco	25	105	M5	FI
VW Scirocco	25	105	A3	FI

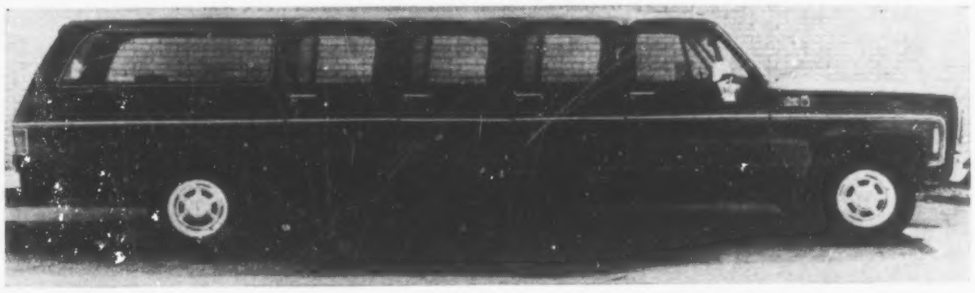
COMPACT CARS

AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Audi 5000	19	131	M5	FI
Audi 5000	19	131	A3	FI
BMW 733i	16	196	M5	FI
BMW 733i	16	196	A3	FI
Buick Skylark	22	151	M4	2
Buick Skylark	22	151	A3	2
Buick Skylark	21	173	M4	2
Buick Skylark	21	173	A3	2
Dodge Omni	28	105	M4	2
Dodge Omni	25	105	A3	2
Dodge Omni	25	135	M4	2
Dodge Omni	24	135	A3	2
Fiat Strada	28	91	M5	FI
Fiat Strada	26	91	A3	FI
Ford Escort (Calif.)	28	98	M4	2
Mercury Lynx (Calif.)	28	96	M4	2
Olds Omega	22	151	M4	2
Olds Omega	23	151	A3	2
Olds Omega	21	173	M4	2
Olds Omega	21	173	A3	2
Plymouth Horizon	28	105	M4	2
Plymouth Horizon	25	105	A3	2
Plymouth Horizon	25	135	M4	2
Plymouth Horizon	24	135	A3	2

MID-SIZE CARS

Buick Century	17	231	M3	2
Buick Century	21	231	A3	2
Buick Century	19	265	A3	2
Buick Regal	21	231	A3	2
Buick Regal Turbo	19	231	A3	4
Buick Regal	18	265	A3	2
Buick Riviera Turbo	16	231	A3	4
Buick Riviera	17	252	A3	4
Buick Riviera	17	307	A3	4
Buick Riviera Diesel	20	350	A3	FI
Cadillac Eldorado	17	252	A3	4
Cadillac Eldo. Diesel	20	350	A3	FI
Cadillac Seville	17	252	A3	4
Cadillac Seville Dies.	20	350	A3	FI
Chevrolet Citation	22	151	M4	2
Chevrolet Citation	22	151	A3	2
Chevrolet Citation	21	173	M4	2
Chevrolet Citation	21	173	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chev. Monte Carlo	19	229	A3	2
Chev. Monte Carlo Turbo	19	231	A3	4
Chev. Monte Carlo	18	267	A3	2
Chrysler Cordoba	18	225	A3	1
Chrysler Cordoba	17	318	A3	2
Chrysler LeBaron	18	225	A3	1
Chrysler LeBaron	17	318	A3	2
Chrysler LeBaron	16	318	A3	4
Dodge Aries	25	135	M4	2
Dodge Aries	24	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	18	225	A3	1
Dodge Diplomat	17	318	A3	2
Dodge Diplomat	16	318	A3	4
Dodge Mirada	18	225	A3	1
Dodge Mirada	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont	22	140	A3	2
Ford Fairmont (Calif.)	20	200	A3	1
Ford Fairmont	18	255	A3	2
Ford Granada	23	140	M4	2
Ford Granada	22	140	A3	2
Ford Granada (Calif.)	19	200	A3	1
Ford Granada	18	255	A3	2
Ford T-Bird (Calif.)	18	200	A3	1
Ford T-Bird	18	255	A3	2
Ford T-Bird	16	302	A4	2
Imperial	16	318	A3	FI
Mercury Cougar	23	140	M4	2
Mercury Cougar	22	140	A3	2
Merc. Cougar (Calif.)	19	200	A3	1
Mercury Cougar	18	255	A3	2
Merc. XR-7 (Calif.)	18	200	A3	1
Mercury XR-7	18	255	A3	2
Mercury XR-7	16	302	A4	2
Mercury Zephyr	23	140	M4	2
Mercury Zephyr	22	140	A3	2
Merc. Zephyr (Calif.)	20	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	17	231	M3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	19	260	A3	2
Olds Cutlass Diesel	23	350	A3	FI

Continued on Page 38, Col. 2



Not quite bus, not quite limousine

The Limo-Bus by Phaeton Coach Corp. transports 15 passengers in style—eight doors, a third air-conditioning system, refrigerators, service tables and wide seats upholstered in Cadillac de Elegance fabric. The stretched GMC Suburban is said to get better than 10 MPG, an unnecessary luxury for the Saudi Arabians who took delivery on the first shipment.

REFER TO PREVIOUS PAGE

DIRECT RETURN ON YOUR OAKLEAF @ 100 CARS PER MONTH

	Item	Total
1. Increase your insurance closings by 2 @ $260.00	$ 520.00	
2. Follow-up letter sells 2 additional warranties @ $100.00 per sale	$ 200.00	$ 720.00
3. Prospect and Follow-up systems combine to bring in 10 additional sales @ $450.00 gross and $150.00 back end	$6,000.000	$6,000.00
4. Spot deliver (or eliminate from shopping your deal) 2 customers	$1,200.00	$7,920.00
5. Increase your service R.O. count via direct mail and follow-up system	???	$$$
6. Increase Daily Rental Revenues with mailing program	???	$$$$$
7. Better Accounts Receivable collections with personal letters	???	$$$$$$$

This $13,000 investment could earn you more than $7,920.00 each month, while your dealership enjoys many more indirect benefits . . . all pointing to a brighter bottom line!

oakleaf
Oakleaf & Associates, Inc.

TURN PAGE

Award for Moore

Charlie Moore, left, Moore & McDavid Co., Greenwood, Miss., receives a 25-year award from Pontiac and its representative, William E. Enockson, Memphis zone manager.

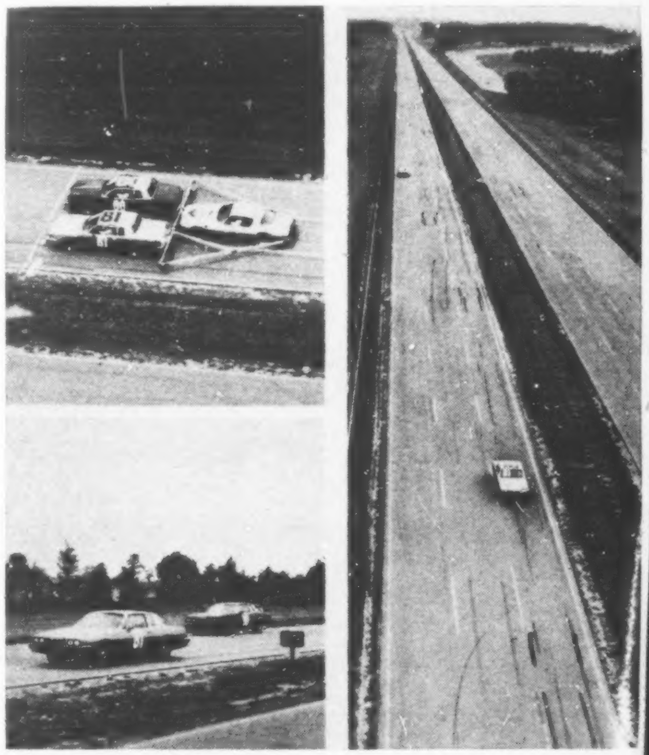
Rundown not yet completed

EPA lists '81-model mileage figures

Continued from Page 37

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Olds Cutlass Supreme/Calais	21	231	A3	2
Olds Cutlass Supreme/Calais	19	260	A3	2
Olds Cutlass Supreme/Calais Diesel	23	350	A3	FI
Olds Toronado	17	252	A3	4
Olds Toronado	17	307	A3	4
Olds Toronado Diesel	21	350	A3	FI
Plymouth Reliant	25	135	M4	2
Plymouth Reliant	24	135	A3	2
Plymouth Reliant	23	156	A3	2
Pontiac Grand Prix	21	231	A3	2
Pontiac Grand Prix	18	265	A3	2
Pontiac LeMans	17	231	M3	2
Pontiac Lemans	21	231	A3	2
Pontiac Lemans	19	265	A3	2
Pontiac Phoenix	22	151	M4	2
Pontiac Phoenix	22	151	A3	2
Pontiac Phoenix	21	173	M4	2
Pontiac Phoenix	21	173	A3	2
LARGE CARS				
Buick Electra	18	252	A4	4
Buick Electra	16	307	A4	4
Buick Electra Diesel	21	350	A3	FI
Buick LeSabre	19	231	A3	2
Buick LeSabre	18	252	A3	4
Buick LeSabre	18	252	A4	4
Buick LeSabre	16	307	A3	4
Buick LeSabre	17	307	A4	4
Buick LeSabre Diesel	22	350	A3	FI
Cadillac deVille/Brougham	18	252	A4	4
Cadillac deVille/Brougham Diesel	21	350	A3	FI
Chev. Impala/Caprice	19	229	A3	2
Chev. Impala/Caprice	18	267	A3	2
Chev. Impala/Caprice	17	305	A4	4
Chev. Impala/Caprice Diesel	22	350	A3	FI
Chrys. Newport/N.Y.	17	225	A3	1
Chrys. Newport/N.Y.	17	318	A3	2
Chrys. Newport/N.Y.	16	318	A3	4
Dodge St. Regis	17	225	A3	1
Dodge St. Regis	17	318	A3	2
Dodge St. Regis	16	318	A3	4
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Delta 88	19	231	A3	2
Olds Delta 88	17	260	A3	2
Olds Delta 88	16	307	A3	4
Olds Delta 88	17	307	A4	4
Olds Delta 88 Diesel	23	350	A3	FI
Olds Ninety-Eight	18	252	A4	4
Olds Ninety-Eight	17	307	A4	4
Olds Ninety-Eight Diesel	21	350	A3	FI
Plymouth Gran Fury	17	225	A3	1
Plymouth Gran Fury	17	318	A3	2
Plymouth Gran Fury	16	318	A3	4
Pont. Cat./Bonneville	19	231	A3	2
Pont. Cat./Bonneville	18	265	A3	2
Pont. Cat./Bonneville	17	307	A4	4
Pont. Cat./Bonneville Diesel	21	350	A3	FI
SMALL STATION WAGONS				
AMC Concord	23	151	M4	2
AMC Concord	20	151	A3	2
AMC Concord	19	258	M4	2
AMC Concord	19	258	A3	2
Datsun 210	32	91	M4	2
Datsun 210	32	91	M5	2
Datsun 210	29	91	A3	2
Datsun 510	29	119	M4	2
Datsun 510	26	119	A3	2
Datsun 810	23	146	M5	FI
Datsun 810	22	146	A3	FI
Honda Civic	31	91	M5	3
Honda Civic	29	91	A3	3
Mazda GLC	31	91	M4	2
Mazda GLC	31	91	M5	2
Mazda GLC	28	91	A3	2
Renault 18i	25	100	M4	FI
Renault 18i	24	100	M5	FI
Renault 18i	24	100	A3	FI
Subaru	28	109	M4	2
Subaru	28	109	M5	2
Subaru	25	109	A3	2
Subaru 4WD	25	109	M4	2
Toyota Corolla	28	108	M5	2
Toyota Corolla	27	108	A3	2
Toyota Corona	25	144	M5	2
Toyota Corona	25	144	A4	2
Toyota Cressida	22	168	A4	FI
MID-SIZE STATION WAGONS				
Buick Century	21	231	A3	2
Buick Century	18	265	A3	2
Chevrolet Malibu	19	229	A3	2
Chevrolet Malibu	18	267	A3	2
Chevrolet Malibu	16	305	A3	4
Chrysler LeBaron	17	225	A3	1
Chrysler LeBaron	17	318	A3	2
Dodge Aries	24	135	M4	2
Dodge Aries	23	135	A3	2
Dodge Aries	23	156	A3	2
Dodge Diplomat	17	225	A3	1
Dodge Diplomat	17	318	A3	2
Ford Fairmont	23	140	M4	2
Ford Fairmont (Calif.)	18	200	A3	1
Ford Fairmont	18	255	A3	2
Mercury Zephyr	23	140	M4	2
Merc. Zephyr (Calif.)	18	200	A3	1
Mercury Zephyr	18	255	A3	2
Olds Cutlass	21	231	A3	2
Olds Cutlass	17	260	A3	2
Olds Cutlass	16	307	A3	4
Olds Cutlass Diesel	23	350	A3	FI
Plymouth Reliant	24	135	M4	2
Plymouth Reliant	23	135	A3	2
Plymouth Reliant	23	156	A3	2
Pont. LeMans Safari	21	231	A3	2
Pont. LeMans Safari	18	265	A3	2
LARGE STATION WAGONS				
Buick LeSabre/Electra	16	307	A4	4
Buick LeSabre/Electra Diesel	21	350	A3	FI
Chev. Impala/Caprice	16	267	A3	2
Chev. Impala/Caprice	16	305	A4	4
Chev. Impala/Caprice Diesel	21	350	A3	FI
Ford LTD	16	302	A4	2
Mercury Marquis	16	302	A4	2
Olds Custom Cruiser	16	307	A4	4
Olds Custom Cruiser Diesel	21	350	A3	FI
Pontiac Catalina/Bonneville Safari	16	307	A4	4
Pontiac Catalina/Bonneville Safari Dies.	21	350	A3	FI
SMALL PICKUP TRUCKS (Two-Wheel Drive)				
Chevrolet LUV	26	111	M4	2
Chevrolet LUV	23	111	A3	2
Datsun	27	133	M4	2
Datsun	27	133	M5	2
Datsun	24	133	A3	2
Dodge Ram 50	22	122	M4	2
Dodge Ram 50	23	122	A3	2
Dodge Ram 50	22	156	M5	2
Dodge Ram 50	22	156	A3	2
Ford Courier	27	120	M4	2
Ford Courier	27	120	M5	2
Ford Courier	22	140	M4	2
Ford Courier	22	140	M5	2
Ford Courier	20	140	A3	2
Mitsubishi Dodge Ram 50	22	122	M4	2
Mitsubishi Dodge Ram 50	23	122	A3	2
Mitsubishi Dodge Ram 50	22	156	M5	2
Mitsubishi Dodge Ram 50	22	156	A3	2
Mitsubishi Plymouth Arrow	22	122	M4	2
Mitsubishi Plymouth Arrow	23	122	A3	2
Mitsubishi Plymouth Arrow	22	156	M5	2
Mitsubishi Plymouth Arrow	22	156	A3	2
Mazda B2000	27	120	M4	2
Mazda B2000	27	120	M5	2
Plymouth Arrow	22	122	M4	2
Plymouth Arrow	23	122	A3	2
Plymouth Arrow	22	156	M5	2
Plymouth Arrow	22	156	A3	2
Toyota	26	144	M4	2
Toyota	24	144	M5	2
Toyota	25	144	A3	2
Toyota	24	144	A4	2
VW Diesel	37	97	M4	FI
VW Diesel	38	97	M5	FI
SMALL PICKUP TRUCKS (Four-Wheel Drive)				
Chevrolet LUV	22	111	M4	2
Datsun	21	133	M4	2
Datsun	21	133	M5	2
Suzuki LJ81	22	49	M4	1
STANDARD PICKUP TRUCKS (Two-Wheel Drive)				
Chevrolet C10	19	250	M3/M4C	2
Chevrolet C10	17	250	A3	2
Chevrolet C10	17	305	M3	2
Chevrolet C10	17	305	A3	2
Chevrolet C10	17	305	M3/M4C	4
Chevrolet C10	16	305	A3	4
Chevrolet C10 Diesel	20	350	A3	FI
Chevrolet C20	17	250	M3/M4C	2
Chevrolet C20	15	250	A3	2
Chevrolet C20	16	305	M3/M4C	4
Chevrolet C20	16	305	A3	4
Chevrolet El Camino	19	229	A3	2
Chevrolet El Camino	17	267	A3	2
Chevrolet El Camino	16	305	A3	4
Dodge D-150	18	225	M4	1
Dodge D-150	18	225	M4C	1
Dodge D-150	18	225	A3	1
Dodge D-150	15	318	M4	2
Dodge D-150	15	318	M4C	2
Dodge D-150	16	318	A3	2
Dodge D-150	14	318	A3	4
Dodge D-150	13	360	M4C	4
Dodge D-250	18	225	M4C	1
Dodge D-250	17	225	A3	1
Dodge D-250	13	318	M4C	2
Dodge D-250	16	318	A3	2
Dodge D-250	14	318	A3	4
Dodge D-250	13	360	M4C	4
Ford F-100/F-150	17	255	M4	2
Ford F-100/F-150	16	255	A3	2
Ford F-100/F-150	20	300	M3/M4C	1
Ford F-100/F-150	21	300	M4	1
Ford F-100/F-150	17	300	A3	1
Ford F-100/F-150	16	302	M3	2
Ford F-100/F-150	16	302	M4	2
Ford F-100/F-150	16	302	A3	2
Ford F-100/F-150	16	302	A4	2
Ford F-100/F-150	13	351	M3/M4C	2
Ford F-100/F-150	14	351	M4	2
Ford F-100/F-150	14	351	A3	2
Ford F-250	19	300	M3/M4C	1
Ford F-250	17	300	A3	1
Ford F-250	15	302	M3/M4C	2
Ford F-250	15	302	M4	2
Ford F-250	15	302	A3	2
Ford F-250	14	302	A4	2
Ford F-250	13	351	M4	2
Ford F-250	13	351	M4C	2
Ford F-250	13	351	A3	2
GMC Caballero	19	229	A3	2
GMC Caballero	17	267	A3	2
GMC Caballero	16	305	A3	4

Continued on Page 39, Col. 1



Pontiac's pushing Grand Prixs

A 1980 Pontiac Grand Prix and a new aerodynamic 1981 Grand Prix, comparably equipped, were pushed in neutral gear to a speed of 55 MPH, then allowed to coast to a stop on a level GM test track. The newer, wedge-shaped Pontiac coasted more than 500 feet farther. Both styling and the 35 PSI-pressure tires helped make the difference.

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Some nameplates missing, though

EPA mileage ratings listed for 1981 models

Continued from Page 38

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
GMC C-15	19	250	M3/M4C	2
GMC C-15	17	250	A3	2
GMC C-15	17	305	M3	2
GMC C-15	17	305	A3	2
GMC C-15	17	305	M3/M4C	4
GMC C-15	16	305	A3	4
GMC C-15 Diesel	20	350	A3	FI
GMC C-25	17	250	M3/M4C	2
GMC C-25	15	250	A3	2
GMC C-25	16	305	M3/M4C	4
GMC C-25	16	305	A3	4
Plymouth Fargo D-150	18	225	M4	1
Plymouth Fargo D-150	18	225	M4C	1
Plymouth Fargo D-150	18	225	A3	1
Plymouth Fargo D-150	15	318	M4	2
Plymouth Fargo D-150	15	318	M4C	2
Plymouth Fargo D-150	16	318	A3	2
Plymouth Fargo D-150	14	318	A3	4
Plymouth Fargo D-150	14	360	M4C	4
Plymouth Fargo D-250	18	225	M4C	1
Plymouth Fargo D-250	17	225	A3	1
Plymouth Fargo D-250	13	318	M4C	2
Plymouth Fargo D-250	15	318	A3	2
Plymouth Fargo D-250	14	318	A3	4
Plymouth Fargo D-250	13	360	M4C	4
Toyota ¾-ton	26	144	M4	2

STANDARD PICKUP TRUCKS
(Four-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet K-10	17	250	M3/M4C	2
Chevrolet K-10	15	250	A3	2
Chevrolet K-10	16	305	M3/M4C	4
Chevrolet K-10	16	305	A3	4
Chevrolet K-20	13	350	M3/M4C	4
Chevrolet K-20	13	350	A3	4
Dodge W-150	16	225	M4C	1
Dodge W-150	16	225	A3	1
Dodge W-150	13	318	M4C	2
Dodge W-150	14	318	A3	2
Dodge W-150	13	318	A3	4
Dodge W-150	13	360	M4C	4
Dodge W-250	13	318	M4C	2
Dodge W-250	14	318	A3	2
Dodge W-250	13	318	A3	4
Dodge W-250	13	360	M4C	4
Ford F-150	18	300	M4	1
Ford F-150	17	300	M4C	1
Ford F-150	15	302	M4	2
Ford F-150	15	302	M4C	2
Ford F-150	15	302	A3	2
Ford F-150	14	351	M4	2
Ford F-150	13	351	A3	2
Ford F-250	16	300	M4C	1
Ford F-250	13	302	M4C	2
Ford F-250	14	302	A3	2
Ford F-250	12	351	M4C	2
Ford F-250	12	351	A3	2
GMC K-15	17	250	M3/M4C	2
GMC K-15	15	250	A3	2
GMC K-15	16	305	M4C	4
GMC K-15	16	305	A3	4
GMC K-25	13	350	M3/M4C	4
GMC K-25	13	350	A3	4
Jeep J-10	15	258	M4	2
Jeep J-10	16	258	A3	2
Jeep J-10	13	360	M4	2
Jeep J-10	13	360	A3	2
Jeep J-20	13	360	M4C	2
Jeep J-20	13	360	A3	2
Plym. Fargo W-150	16	225	M4C	1
Plym. Fargo W-150	16	225	A3	1
Plym. Fargo W-150	13	318	M4C	2
Plym. Fargo W-150	14	318	A3	2
Plym. Fargo W-150	13	318	A3	4
Plym. Fargo W-150	13	360	M4C	4
Plym. Fargo W-250	13	318	M4C	2
Plym. Fargo W-250	14	318	A3	2
Plym. Fargo W-250	13	318	A3	4
Plym. Fargo W-250	13	360	M4C	4
Toyota	21	144	M4	2
Toyota	22	144	M5	2

VANS
(Cargo Vans)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet G-10/G-20	18	250	M3	2
Chevrolet G-10/G-20	16	250	A3	2
Chevrolet G-10/G-20	16	305	M3	2
Chevrolet G-10/G-20	16	305	A3	2
Chevrolet G-10/G-20	17	305	M3	4
Chevrolet G-10/G-20	16	305	A3	4
Dodge B-150/B-250	19	225	M4	1
Dodge B-150/B-250	18	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	14	318	A3	4
Dodge B-350	15	318	A3	2
Dodge B-350	14	318	A3	4
Ford E-100/150 Econ.	19	300	M3	1
Ford E-100/150 Econ.	19	300	M4	1
Ford E-100/150 Econ.	16	300	A3	1
Ford E-100/150 Econ.	15	302	M3	2
Ford E-100/150 Econ.	15	302	M4	2
Ford E-100/150 Econ.	15	302	A3	2
Ford E-100/150 Econ.	13	351	A3	2
Ford E-250 Econoline	18	300	M3	1
Ford E-250 Econoline	16	300	A3	1
Ford E-250 Econoline	15	302	A3	2
Ford E-250 Econoline	12	351	A3	2
GMC G-15/G-25	18	250	M3	2
GMC G-15/G-25	16	250	A3	2
GMC G-15/G-25	16	305	M3	2
GMC G-15/G-25	16	305	A3	2
GMC G-15/G-25	17	305	M3	4
GMC G-15/G-25	16	305	A3	4
Plym. B-150/B-250	19	225	M4	1
Plym. B-150/B-250	18	225	A3	1
Plym. B-150/B-250	15	318	M4	2
Plym. B-150/B-250	15	318	A3	2
Plym. B-150/B-250	14	318	A3	4
Plymouth B-350	15	318	A3	2
Plymouth B-350	14	318	A3	4

VANS
(Passenger Vans)

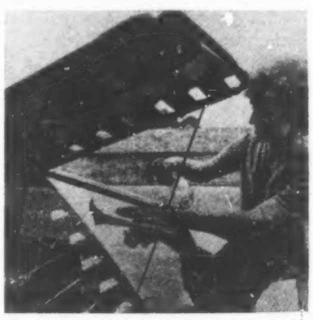
	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet				
G-10/G-20 Sportvan	16	250	M3	2
G-10/G-20 Sportvan	15	250	A3	2
G-10/G-20 Sportvan	17	305	M3	4
G-10/G-20 Sportvan	15	305	A3	4
Dodge B-150/B-250	18	225	M4	1
Dodge B-150/B-250	17	225	A3	1
Dodge B-150/B-250	15	318	M4	2
Dodge B-150/B-250	15	318	A3	2
Dodge B-150/B-250	13	318	A3	4
Dodge B-350	14	318	A3	2
Dodge B-350	13	318	A3	4
Ford E-100/150 Club Wagon	17	300	M3	1
Ford E-100/150 Club Wagon	16	300	M4	1
Ford E-100/150 Club Wagon	14	300	A3	1
Ford E-100/150 Club Wagon	14	302	M3	2
Ford E-100/150 Club Wagon	14	302	M4	2
Ford E-100/150 Club Wagon	13	302	A3	2
Ford E-100/150 Club Wagon	12	351	A3	2
GMC G-15/G-25 Sportvan	16	250	M3	2
GMC G-15/G-25 Sportvan	15	250	A3	2
GMC G-15/G-25 Sportvan	17	305	M3	4
GMC G-15/G-25 Sportvan	15	305	A3	4
Plymouth PB-150/ PB-250 Voyager	18	225	M4	1
Plymouth PB-150/ PB-250 Voyager	17	225	A3	1
Plymouth PB-150/ PB-250 Voyager	15	318	M4	2
Plymouth PB-150/ PB-250 Voyager	15	318	A3	2
Plymouth PB-150/ PB-250 Voyager	13	318	A3	4
Plymouth PB-350 Voyager	14	318	A3	2
Plymouth PB-350 Voyager	13	318	A3	4

SPECIAL PURPOSE VEHICLES
(Two-Wheel Drive

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
Chevrolet C-10 Blazer	16	250	M3	2
Chevrolet C-10 Blazer	15	250	A3	2
Chevrolet C-10 Blazer	16	305	M3	2
Chevrolet C-10 Blazer	16	305	A3	2
Chevrolet C-10 Blazer	17	305	M4C	4
Chevrolet C-10 Blazer	16	305	A3	4
Chevrolet C-10 Sub.	16	305	M4C	4
Chevrolet C-10 Sub.	15	305	A3	4
Dodge AD-150 Ramcharger	16	318	A3	2
GMC C-15 Jimmy	16	250	M3	2
GMC C-15 Jimmy	15	250	A3	2
GMC C-15 Jimmy	16	305	M3	2
GMC C-15 Jimmy	16	305	A3	2
GMC C-15 Jimmy	17	305	M4C	4
GMC C-15 Jimmy	16	305	A3	4
GMC C-15 Suburban	16	305	M4C	4
GMC C-15 Suburban	15	305	A3	4
Plymouth PD-150 Trailduster	16	318	A3	2

SPECIAL PURPOSE VEHICLE
(Four-Wheel Drive)

	Est. MPG	Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel injec.
AMC Eagle	22	151	M4	2
AMC Eagle	17	258	M4	2
AMC Eagle	16	258	A3	2
AMC Eagle: Kammback, SX/4	22	151	M4	2
AMC Eagle: Kammback, SX/4	20	151	A3	2
AMC Eagle: Kammback, SX/4	17	258	M4	2
AMC Eagle: Kammback, SX/4	18	258	A3	2
Chevrolet K-10 Blazer	16	250	M3/M4C	2
Chevrolet K-10 Blazer	15	250	A3	2
Chevrolet K-10 Blazer	16	305	M4C	4
Chevrolet K-10 Blazer	15	305	A3	4
Chevrolet K-10 Sub.	13	350	M4C	4
Chevrolet K-10 Sub.	13	350	A3	4
Dodge AW-150 Ramcharger	13	318	M4C	2
Dodge AW-150 Ramcharger	14	318	A3	2
Dodge AW-150 Ramcharger	13	318	A3	4
Dodge AW-150 Ramcharger	12	360	M4C	4
Ford Bronco	18	300	M4	1
Ford Bronco	16	300	M4C	1
Ford Bronco	14	302	M4	2
Ford Bronco	15	302	M4C	2
Ford Bronco	14	302	A3	2
Ford Bronco	13	351	M4	2
Ford Bronco	12	351	A3	2
GMC K-15 Jimmy	16	250	M3/M4C	2
GMC K-15 Jimmy	15	250	A3	2
GMC K-15 Jimmy	16	305	M4C	4
GMC K-15 Jimmy	15	305	A3	4
GMC K-15 Sub.	13	350	M4C	4
GMC K-15 Sub.	13	360	A3	4
Jeep Cherokee/ Wagoneer	15	258	M4	2
Jeep Cherokee/ Wagoneer	16	258	A3	2
Jeep Cherokee/ Wagoneer	13	360	M4	2
Jeep Cherokee/ Wagoneer	13	360	A3	2
Jeep CJ-5/7/8	22	151	M4	2
Jeep CP-5/7/8	19	151	A3	2
Jeep CJ-5/7/8	17	258	M4	2
Jeep CJ-5/7/8	17	258	A3	2
Plymouth PW-150 Trailduster	13	318	M4C	2
Plymouth PW-150 Trailduster	14	318	A3	2
Plymouth PW-150 Trailduster	13	318	A3	4
Plymouth PW-150 Trailduster	12	360	M4C	4
Subaru Brat	25	109	M4	2
Suzuki LJ-80	22	49	M4	1
Suzuki LJ-80V	22	49	M4	1
Toyota Land Cruiser Wagon	12	258	M4	2
Toyota Land Cruiser	13	258	M4	2



Liftable louvers

One-piece Shadow louvers, from Chastain, Inc., Long Beach, Calif., feature a flip latch that facilitates cleaning the rear window. Chastain Shadow lines are available for selected domestic and import models.

REFER TO PREVIOUS PAGE

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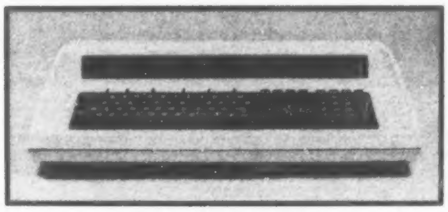

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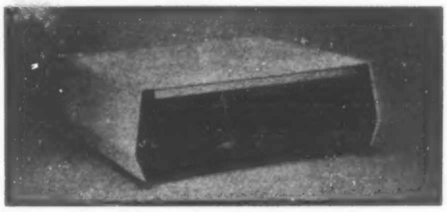

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Need is there but merchandise is hard to find

New auction struggles in Rochester

ROCHESTER, N. Y. — Lanny Terry couldn't have selected a worse time to establish an auto auction when a "tremendous shortage" of used vehicles exists and when prices have zoomed upward $800 to $1,000 in three months.

Terry, a former general manager of Antel Oldsmobile-Cadillac-GMC in nearby Canandaigua, is depending on adequate capitalization and persistence to make a go of his Western New York Auto Auctions, Inc., in suburban Rush.

"Although there is a paranoia in this country about cars, I believe I will overcome," said.

He opened July 1 with 160 auction entries per week and this total has plunged to about 40, sustaining losses between $2,000 and $4,000 per week. Terry, who has been in the auto business for 25 years, is an optimistic enterpreneur.

But he faces competition of existing auctions in nearby communities, including Dansville, Cicero, Syracuse, Buffalo and Albany. Even the auction in Manheim, Pa., is considered a competitor.

However, he said, "there is a tremendous shortage of used cars. We've got plenty of buyers. My problem is I don't have the sellers. If the public doesn't buy new cars, they're not trading in their used cars."

Terry remains hopeful that the 1981s will increase the supply of older cars, especially if the public has been putting off purchase of new machines. This has been evident in this area by a surge of service business.

He hopes also that a new road will soon be opened to provide access to the Southern Tier. The auction is three miles south of Exit 46 of the New York State Thruway and near the extension of the Genesee Expressway, or Interstate 390, due to be completed early this fall.

Some dealers believe that Western New York Auto Auction will become profitable but that it will take time. Many dealers in the area would like to have a close-by auction.

While biding time, Terry is seeking to increase services to add revenue. For example, he is planning a public auction on Saturday with owners paying an entry fee of $10. If the vehicle is sold, the seller will pay another $20 and the buyer $10. He is also conducting repossession sales, attracting 40 to 50 persons in search of bargains. Several have been held for Citibank and Terry has also a contract with Manufacturers Hanover Co. — Central New York. The repo sales will be held monthly.

Used car sales

Auction averages

September to date	$3,458
Month ago	$3,649
Year ago	$3,003

Mazda GLC notchback due in U. S. later this year

By John Hartley
Staff Correspondent

TOKYO. — Just a few months after the introduction of the new Mazda front-drive hatchback — Familia in Japan, 323 in the UK and Europe, and GLC in the U. S. — comes the notchback four-door, sedan.

Initially, owing to its lower price and more interior space, the new Mazda has definitely upstaged the Honda Ballade, introduced just one week earlier in Japan.

The sedan is based on the mechanical units and many of the panels of the hatchback, but it looks a little different. One reason for this is that the front panel, which includes the grille and front air dam, is different from that of the hatchback, the grille being vertical.

Then, the lamps which flank the headlamps are triangular from the sides. The turn signals are incorporated in the bumper, instead of being alongside the headlamps.

The long tail and the rear extractor vents in the rear pillars also give the car a distinctive look.

Overall length of the Mazda is 163 inches, 7.9 inches more than that of the hatchback, and 2.4 inches more than that of the Honda Ballade.

The passenger compartment is the same size as that of the hatchback, but is just a little bigger than the Honda all round — as is the trunk. Weight is some 44 pounds more than that of the hatchback, and slightly more than the Honda.

One interesting feature of the notchback is that the rear seat folds forward to give a long luggage platform. The seat is split off-center, so that either one-third or the complete seat can be folded forward. This feature is likely to be found increasingly in notchback sedans in the future.

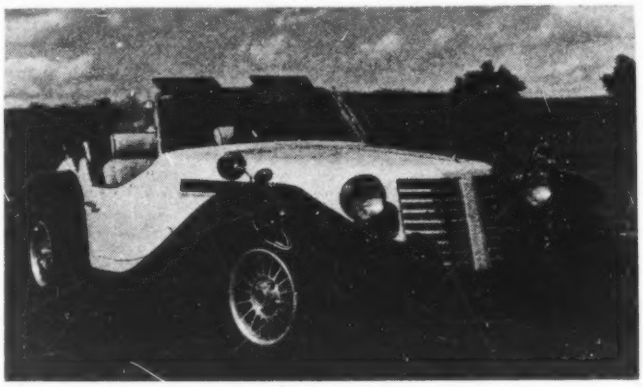
Toyo Kogyo is planning to produce up to 12,000 of the notchbacks monthly, although the precise number will depend on the split in demand between notchback and hatchback, the total production volume being 27,000 per month.

Exports to the U. S. are scheduled to start in October, with shipments to mainland Europe starting a month later. The car is also to be exported to the UK, but this will probably be delayed until early in 1981.

Model breakdown

Auction averages

	SEPTEMBER TO DATE	AUGUST	JULY
1980	$6,406	$6,516	$5,662
1979	4,628	5,022	4,900
1978	3,813	3,806	3,831
1977	3,205	3,258	3,046
1976	2,312	2,445	2,214
1975	1,772	1,808	1,711
1974	1,363	1,310	1,240
1973	1,231	963	968
Overall Average	$3,458	$3,649	$3,289



Turn a Pinto into a Bearcat

The Blakely Bearcat S-II is an update of the original Bearcat model and features revised styling and equipment. The Bearcat is sold by Blakely Automotive, Princeton, Wis., and is built using Pinto components.

factories list auction dates

American Motors

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Sept. 25—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Sept. 26—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Sept. 30—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 24—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Sept. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Sept. 24—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit Mo.

Sept. 30—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Peugeot and Fiat plan small engine

PARIS. — Peugeot S. A., last week announced the signing of an agreement with Fiat for the joint development of a new engine.

This small - displacement engine will be specifically designed to meet today's energy conservation needs, Peugeot said. It will power the smaller cars of the PSA and Fiat groups.

Technical studies are already under way. Subsequently, the two companies will examine the terms of mass-production of the new engine and its components, Peugeot said.

Auction in Pensacola has new owners

PENSACOLA, Fla.—Car City Auto Auction has been purchased by five men, including two officials of the Florida Independent Automobile Dealers Assn. They have renamed it Pensacola Auto Auction.

Among the purchasers are Bob Norris, FIADA regional vice president, and Tom Pettway, an FIADA director.

used-car auction directory

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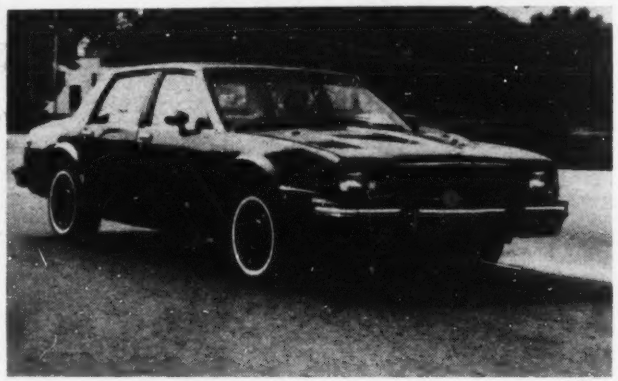
'82 prototype



J. Dunne

GM to replace its intermediates

Prototype General Motors intermediate for '82 has front-drive mechanicals and sheet metal "cobbled" from X-car. The new A-car will share the same basic platform next year with the X-car.

A quiet reception for first cars on market

Curtain goes up on '81s

By Richard A. Wright
Assistant Managing Editor

New-model announcements are not what they used to be.

Not many General Motors or American Motors dealers bother papering their showroom windows in an effort to stir interest in their latest offerings and searchlights no longer crisscross the nighttime skies.

(This grim conclusion was no sooner reached than Ford Motor Co. dealers launched the Escort amid flashing searchlights, balloon-festooned showrooms and a mind-boggling assortment of dealer promotions, both traditional and bizarre.)

Worst of all, the old buying surge sparked by the new models is no longer a sure thing. General Motors dealers, who unveiled their new offerings Sept. 25, reported that sales have not been overwhelming.

American Motors dealers, who also put their '81 models on sale Sept. 25, were a bit more pleased with customer response than GM points were, but they were not tearing up any sales records either.

Ford Motor and Chrysler Corp. '81 models went on sale as AUTOMOTIVE NEWS went to press, too late to get a reaction.

GM and AMC dealers offered two reasons for the relatively slow sales in this new-model period—the cost of financing and the prices of the cars.

"The average car on the road today is six or 6½ years old," said one dealer. "For someone who has not been in the market since the mid-'70s, there is no question that the prices on the '81s are a shock."

- An Ohio Olds-Buick dealer complained that the high cost of financing in addition to the soaring price tags on the new cars have pushed monthly payments to a level that takes his customers' breath away.

One Chevrolet dealer, however, said he feels the lack of enthusiasm for the new models is more a result of the fact that while GM has a glittering assortment of technical goodies in its '81 lineup, there is little new in its styling.

"Trying to sell on the basis of technical features is a long drawn-out process," he said. "The Computer Command Control is an impressive system. The little chip in it will do everything the old Univac computer that had 18,000 tubes and weighed 30 tons would do.

"But you have to get the customer interested in these technical things and that's not always easy. The car's looks are something he can see. Styling still sells the car."

This dealer said he wished people would base their car-buying decisions on logic instead of emotion. "Then they would quit worrying about a 16th of an inch fit in body panels and instead think of a car as a means of getting around with a minimum of cost and maintenance," he said. "Then American cars compare well with the imports."

A number of GM dealers said sales were good for the first few

Continued on Page 53, Col. 3

J-2000 for J-car; A-6000 for A; X-3000 for X

Pontiac may adopt 'number names'

By Paul Lienert
Contributing Editor

Pontiac's new J-car subcompact will be called the J-2000, according to industry sources. It will be introduced next spring, along with the Chevrolet Cavalier and Cadillac Cimarron, as part of General Motors' continuing "world car" program.

Pontiac will continue the alpha-numeric designations on several other front-drive models, insiders say. The division's new intermediate A-body line in '82 may be called A-6000, while the Phoenix name may be replaced on Pontiac's X-car compact by X-3000.

The division won't switch completely to the alpha-numeric system, however. Pontiac's new fiberglass two-seater, a mid-engine design that is code-named the P-car, probably will get a regular nameplate when it is introduced in the '83 model year. The name has not been formalized, but insiders are referring to the car as Sunfire.

Also, Pontiac's new F-body model in '82 will still be called Firebird. A new high-line model in that series will be called Firebird SE. It will be a luxury-sport version of the Trans Am, which continues as the performance-oriented Firebird model.

- Industry observers see a new trend emerging at GM, highlighted by Pontiac's choice of alpha-numeric designations for some of its future models.

The corporation feels the public will respond more positively to all-new nameplates on what essentially will be all-new car lines in the next three years. That theory, GM believes, is supported by the overwhelming consumer acceptance of Citation, which replaced Nova as Chevrolet's compact nameplate when the new front-drive X-cars were launched in the spring of '79.

Thus, Chevy has decided to supplant Monza with Cavalier, a name already used by Vauxhall in Europe, when the new J-cars bow next year.

GM's largest passenger-car division also went to Europe for another nameplate it intends to use next year on its new front-drive intermediate. The mid-size Chevy has been called Malibu for some years now; but sources suggest the name may be changed to Commodore when the car is totally revamped in '82.

Oldsmobile and Buick are considering similar name changes on their upcoming front-drive models, which will be radically different in size and shape from today's rear-drive models.

- The switch to alpha-numeric designations at Pontiac could help solve a marketing problem the division thinks will surface when it pulls out of the big-car business in '82.

Pontiac's largest four-door model next year will be the mid-size A-car (the full-size B-car is being dropped), and it will feature a completely revamped look along with front-drive mechanicals.

The A-car now carries the Le Mans name. But buyers have always associated the Bonneville name with the division's top-of-the-line sedan. To avoid confusion in the showroom, it's been proposed that Pontiac scrap both names and call its new car the A-6000.

The same basic philosophy applies to its chioce of J-2000 and X-3000 for its subcompact and compact models. Pontiac simply wants buyers to realize these are all-new, radically different models from the cars that preceded them, and officials feel the public will be more comfortable with brand-new names on the cars.

The use of numbers in a car's name is not new at GM. When Chevy introduced its first subcompact in 1971, the car was called the Vega 2300. The numbers were later dropped, and so too was the car. An offshoot of the Vega was the Monza, and its twin at Pontiac was called Sunbird.

GM will have come full circle when the J-2000 replaces Sunbird next spring.

breaking news

New models from VW, Audi

DETROIT.—Volkswagen has decided to delay introduction of its all-new Dasher in this country until mid-1981, sources said. The car is to get new sheet metal and mechanicals this fall in Europe; however, it probably will be sold as an '82 model when it arrives next year in the U. S. Also, Audi plans to unveil its new 4000 Coupe next spring in the U. S. The car, which is called Audi 80C GT SE in Europe, features the same hatchback body shell as the four-wheel-drive Quattro; it will get a normally aspirated five-cylinder engine, driving the front wheels only, in the U. S. The Audi 5000 series will get a turbocharged five-cylinder diesel in '82.

Heavy ads, solid inventory mark Escort debut

DETROIT.—Ford dealers unveiled their new Escort and Granada last Friday along with their '81 lineup backed by the largest new-model advertising campaign in Ford Division history and an inventory of more than 145,000 '81 cars and trucks, including about 12,000 Escorts.

Japanese midget-car exports increase

TOKYO. — Exports of midget cars (less than 10.5 feet long with engines smaller than 550 cc) are increasing rapidly, especially to developing nations. Exports from January through August totaled 52,300, more than the total for all of 1979. Most get about 50 MPG.

Lada assembly-plant search continues

AJAX, Ont.—Lada Cars of Canada, distributor of Russian-built vehicles, is studying potential assembly sites for the Niva, a 4WD model it currently imports from the Soviet

See BREAKING NEWS, Page 57, Col. 1

Air-bag bill fails in House; later vote due

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House of Representatives, showing its continuing dislike for air bags, turned back compromise legislation last week that would have required the devices in at least one car line of the major U. S., German and Japanese auto manufacturers by the 1983 model year.

The requirement was included in an NHTSA three-year authorization bill that had also included provisions relaxing the current 5-MPH bumper standard to 2.5 MPH, reversing the current passive restraint standard so that small cars get the devices first while delaying the whole of the standard by one year and requiring tire makers to advertise the recalls of their tires under certain circumstances.

The Senate previously had passed the measure. Actually the House did too last week, 209 to 192, but because the bill was brought up under a suspension of the rules, a two-thirds majority was needed.

According to sources, the measure will now likely be brought up during the lame-duck session expected this year. These sources would not, however, speculate as to its chances of passage then, but did note the measure would require only a simple majority to pass.

- Meanwhile, the major U. S. makers must decide on whether to go ahead with production

Continued on Page 53, Col. 1

NEWSPAPER

Libertarian Party candidate sees investment potential

Clark pushes Social Security reform

By Edward Lapham
Financial Editor

DETROIT.—Libertarian Party Presidential Candidate Ed Clark recently unveiled a program for Social Security reform which he said will free additional private sector funds for investment in the auto industry and other areas.

The program, released in a speech to the Economic Club of Detroit, included virtual abolition of the U. S. Social Security System in favor of tax-exempt voluntary individual retirement accounts.

"The Social Security system will be completely bankrupt by the end of 1982 with unfunded liabilities of $4.0 trillion," Clark told a press conference before the speech. "The Libertarian Party program would provide additional security for all people as well as major economic benefits.

"People, by investing in the individual retirement accounts, would be creating jobs while they prepared for economic security," he said.

Clark said his program would completely remove from the Social Security system workers under the age of 40 who would no longer pay a Social Security tax but would be able to invest up to that amount, tax free as part of the individual retirement account.

Under the Clark plan, which was prepared by economist Peter J. Ferrara, a current retiree would continue to receive current benefits, which would be funded from general tax revenues.

Workers between the ages of 41 and 64 would have a hybrid system. Like the young workers, they would be able to invest in IRAs, but at retirement age they would receive Social Security benefits to compensate for any shortfall in IRA benefits and bring total benefits up to a minimum level.

Clark said a worker earning the minimum wage for his entire worklife, who started at age 20, could have a total account of $288,000 at age 65 if the IRA earned a 6 percent return.

He said the account would pay annual interest of $17,268 or an annual annuity of $28,000. The maximum, using Ferrara's assumptions, would be a fund total of $995,320 paying interest of $59,719 or an annuity of $96,939.

Clark said this and other programs of his will aid industrial investment by allowing more "capital accumulation" and would spur employment by lowering an employer's costs.

For the auto industry specifically, Clark said he favors some deregulation. He would keep emissions requirements but eliminate fuel-economy standards, leaving the marketplace, with price-deregulated gasoline, to determine fuel economy.

Another Clark plank calls for the 10-5-3 depreciation allowance to allow accelerated depreciation of 10 years for building, five years for tools and three years for vehicles in order to free more capital for reinvestment.

Clark does not favor trade restrictions.

The Libertarian candidate earlier issued white papers on foreign policy, education, taxes and spending.

Where Auto Market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	114,829	16.77
COMPACT	132,170	19.30
INTERMEDIATE	142,146	20.75
STANDARD	69,680	10.17
LUXURY	27,595	4.03
IMPORT	196,508	28.98
TOTAL	684,928	100.00

Libertarian auto policy

Libertarian Party Presidential Candidate Ed Clark believes the auto industry, and other businesses, will be aided by his libertarian economic policies. Clark says he can pump more investment into business. He said he believes mileage requirements for autos should be eliminated, but said he still favors emissions controls. The candidate said he also supports the proposed 10-5-3 depreciation schedule.

Creativity urged in investment of pension funds

DETROIT. — Auto industry pension funds provide a substantial base for "prudent" investment in the U. S., a trade paper editor said.

In a speech to the Michigan chapter of the Midwest Pension Conference, Pensions & Investments Publisher and Editor-in-Chief Stephen D. Gilkenson said Detroit-area pension funds "aggregate $37 billion, a figure which includes the $13 billion in GM funds."

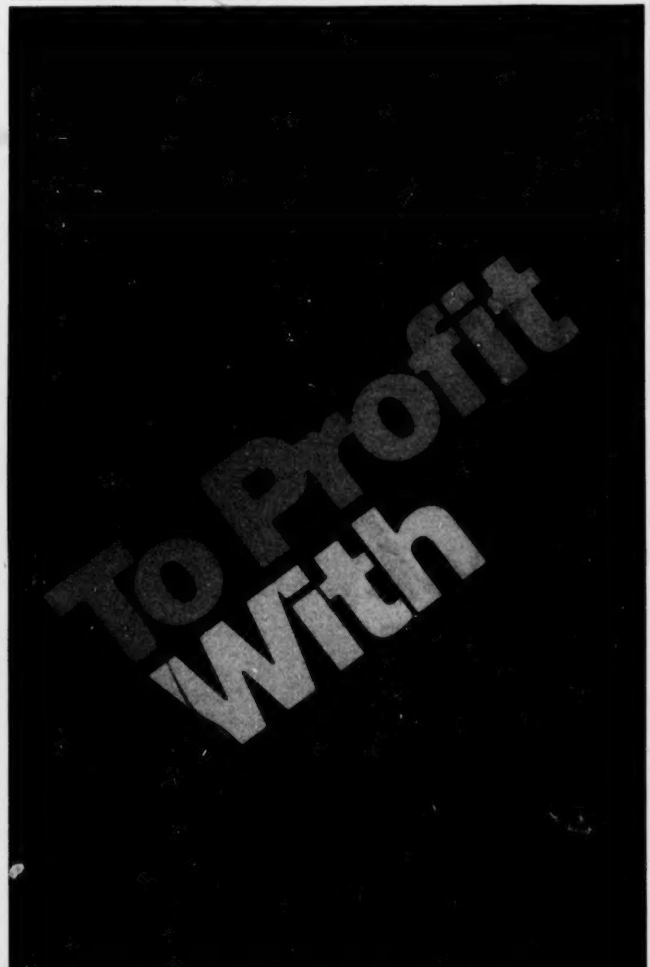
In a wide-ranging speech which touched on a number of pension-related topics, Gilkenson described pension investment as "a growth business."

The editor of the New York-based Crain Communications publication also blasted critics who maintain that ERISA calls for conservative investment, noting that inflation will "undermine" the value of pension fund assets that are not aggressively invested.

He also called for "creative investment" of pension funds, to stimulate growth, and blasted "social investment," that is, investing pension funds to achieve a social goal, calling it constraining to investment managers.

Trezek elected

WHITE SULPHUR SPRINGS, W. Va.—Thomas J. Trezek, general manufacturing manager of General Motors' Central Foundry Division, Saginaw, Mich., has been elected secretary of the Iron Castings Society.



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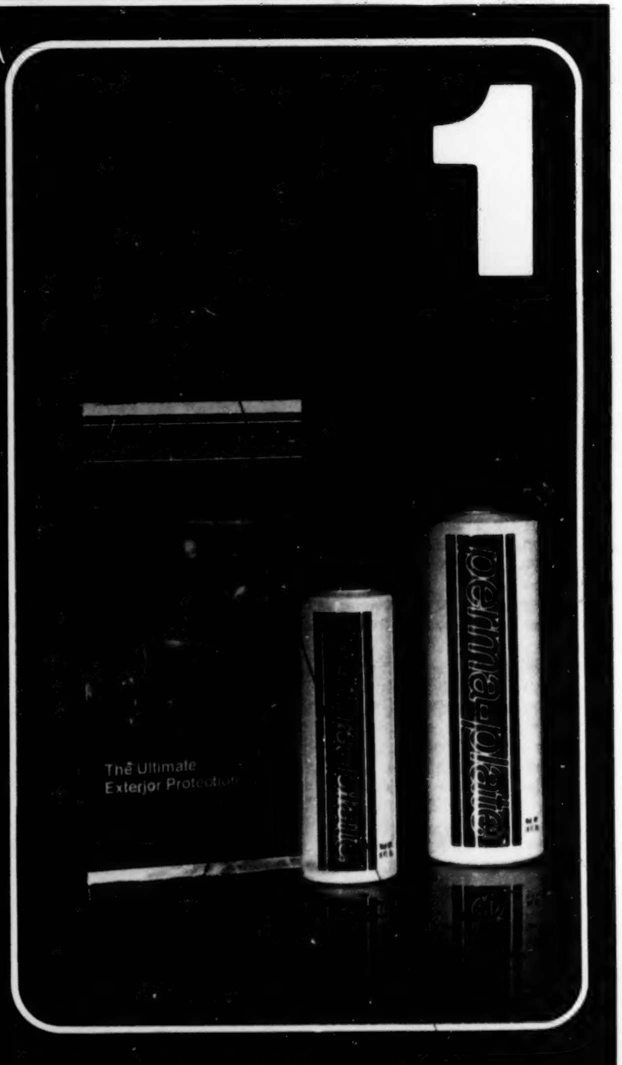

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Mercedes-Benz enlarges stake in Spanish firm

STUTTGART.—Daimler-Benz AG has decided to increase its stake in its Spanish subsidiary, Mevosa, from 45.6 percent to 52 percent.

Three years ago, Daimler-Benz purchased Volkswagen's 23-percent holding in Mevosa, and this time the shares are to be obtained from Spanish banks, which hold 8.8 percent of Mevosa. The Spanish State remains a minority partner with 45.5 percent of the stock, through INI (Instituto Nacional de Industrias).

Mevosa has two factories, one in Vitoria, where light vans and trucks are produced, and another at Barcelona, for diesel engines.

Mevosa has capacity for 16,000 vehicles a year, which is to be built out to make Mevosa more competitive against Ebro (the trade mark of Motor Iberica, which is 37 percent held by Nissan Motor Co.) and Sava (trade mark for light-duty vehicles built by ENASA, whose heavy trucks and buses are called Pegaso, and in which International Harvester Co. holds a 35-percent interest).

Mevosa will expand diesel-engine production capacity from 25,000 to 65,000 units a year, and increase its exports, as well as providing a greater number of engines for Movosa vehicles.

25-year veteran

Don Scott, right, Don Scott Chevrolet-Pontiac, Inc., Whitehouse, O., receives his 25-year service award from George Spaulding, Pontiac general sales manager.

Counsulting service offered by Terry

DETROIT.—Sydney L. Terry, former engineering vice president of Chrysler Corp., has opened Sydney L. Terry Consulting Services here.

Terry said he hopes to provide qualified counsel to ideaholders as well as to companies looking for new ideas.

factories list auction dates

American Motors

Oct. 1—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Oct. 2—Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 7—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 8—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Auction, S. Main St., Warehouse Point, Conn.

Oct. 9—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 10—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 14—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 15—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Dallas Auto Auction, 4226 E. Main, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Oct. 16—Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30—Todd Auto Auction, Rte. 309, Telford, Pa.

Ford Motor Co.

Oct. 7—Arena Auto Auction, 10355 South Woodlawn, Chicago.

Oct. 9—Nashville Auto Auction, 1406 Lebanon Rd., Nashville; Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

Oct. 15—Concord Auto Auction, Hosmer St., Acton, Mass.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 16—Minneapolis Northstar Auto Auction, 7701 State Highway 101, Shakopee, Minn.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

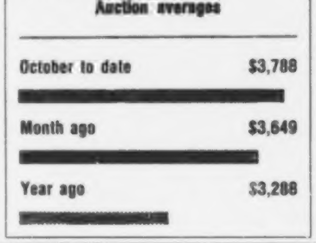
Model breakdown

Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$7,869	$6,350	$6,516
1979	4,995	4,787	5,022
1978	3,927	3,841	3,805
1977	3,079	3,240	3,258
1976	2,180	2,362	2,445
1975	1,709	1,741	1,808
1974	1,419	1,350	1,310
1973	1,306	1,167	963
Overall Average	$3,788	$3,545	$3,649

Used car sales

Auction averages



used-car auction directory

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5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/984-1551
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Sale Thursday Phone 404/762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
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9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
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10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
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4th-quarter output lowest since '60

U. S. auto makers will build an estimated 1,777,207 units in the fourth quarter, the lowest output for the quarter since the 1,740,502 autos assembled in 1960.

The fourth quarter forecast is a 4.75 percent decline from the 1,865,858 cars built during the final three months of 1979.

Chrysler will build 275,000 cars, a 33.12 percent rise from the 206,273 it produced in the fourth quarter of 1979. Volkswagen will turn out 54,863 units, an increase of 5.22 percent over the 52,143 produced in the quarter last year. Ford will assemble 406,300 units, an 11.63 percent increase over the 363,982 built in 1979 in this quarter.

The 1,000,000 autos General Motors will produce in the fourth quarter is a drop of 15.46 percent from the 1,186,446 it assembled in the same three months last year.

AMC will produce 40,000 autos, a decline of 23.38 percent from last year's 55,853. Checker Motors will build 1,044 units this quarter, a decline of 10.08 percent from the 1,161 units produced in 1979.

Last week's production was 135,250, down 1.70 percent from the previous week's 137,585, and off 18.50 percent from the 165,950 built the week ended Oct. 6, 1979.

The September estimate of 533,303 is the lowest since the 478,322 built in that month in 1970. It is off 14.38 percent from the 622,851 completed in 1979.

With the reopening of Chrysler's Lynch Road plant last Monday (Sept. 29), all the company's facilities were working last week. All Chrysler plants will also operate this week.

General Motors will increase production at its Janesville (full-size Chevrolet) plant to two shifts beginning today (Oct. 6). The move will add 800 workers.

Ford will suspend passenger-car operations for one week at its Kansas City (Fairmont/Zephyr) plant and for two weeks at its San Jose facility (Mustang/Capri), beginning today (Oct. 6). The move will temporarily idle 3,000 hourly workers.

Saturday overtime was scheduled at five car plants last week: GM Pontiac, and Oklahoma City; Chrysler Jefferson and Newark, and Ford Louisville.

Year-to-date auto production through Oct. 4 was 4,788,661, down 28.50 percent from the 6,698,127 built a year ago.

breaking news

Continued from Page 1

Union. Possibilities include building a plant near the Autoport in Halifax, Nova Scotia, or using existing facilities such as the Bombardier plant in Quebec or the abandoned Bricklin factory in New Brunswick. An early 1982 start-up is eyed with annual output of at least 5,000 Nivas.

European firms plan new turbos

DETROIT. — Look for several European auto makers to offer new turbocharged models in the U. S. in the '81 model year, including the Saab 900 Turbo sedan and Volvo GLT two-door, which replaces the 242 GT. Also, Fiat plans to offer turbo versions of the Brava and Spider early next year.

Chrysler incentive pushes demonstrators

DETROIT.—Chrysler Corp. initiated a new demonstrator allowance program for Cordoba and Mirada for Sept. 29 to Oct. 17. Dealers get a 7 percent allowance deducted from the invoice for cars ordered during this period, kept in a demo program 90 days and used to give a specified number of demonstrator rides. Dealers can order any number from one up to the number of salesmen they have, and equip them any way they like. Separately, Chrysler made all domestic '80s and '81s eligible for the 4 percent Ohio tax exemption from Sept. 19 to Nov. 18, except Aries, Reliant and Imperial.

Imports seize 34 pct. in West Germany

BONN, West Germany.—Imported cars captured over 34 percent of the new-car market in West Germany in August, up from 31 percent a year earlier. The increase was almost entirely due to Japanese gains. Reflecting the deepening slump, both Volkswagen and Ford fell well below year-earlier totals.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHEVROLET	10,925	16,977	9,226	31,444	808,602	333,668
DODGE/PLYMOUTH	3,300	5,357	3,083	12,346	278,478	102,901
FORD	16,684	16,736	11,303	51,328	886,841	416,346
GMC	4,201	5,712	3,834	12,713	275,719	120,435
INTERNATIONAL	1,985	2,828	1,397	7,824	105,078	49,294
MACK	327	554	465	1,708	28,877	18,005
JEEP	1,739*	2,500	1,905*	8,315*	118,490	58,814*
AMC CORP.	87*	450	238*	987*	19,155	5,761*
VOLKSWAGEN	520	....	195	435	....	20,898
MISCELLANEOUS	600*	800	600	2,508	32,000	29,725
Total Trucks, U. S.	40,368	51,914	32,246	129,608	2,553,240	1,155,847

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHRYSLER CORP.	1,888	1,610	1,711	7,105	45,467	37,843
FORD MOTOR	4,352	3,716	3,758	19,363	180,253	139,078
GENERAL MOTORS	6,235	5,917	5,623	20,727	226,275	183,403
AMERICAN MOTORS	....	848	....	....	43,658	11,644
INTERNATIONAL	295	410	297	1,722	15,937	13,109
MACK	40	95	28	148	2,936	1,683
Total Trucks, Canada	12,810	12,596	11,417	49,065	514,526	386,760
N. American Trucks	53,178	64,510	43,663	178,673	3,067,766	1,542,607

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. All General includes government-destined vehicles.

Canadians show September output of 74,000 cars

Canadian auto production for September is estimated at 74,413, the lowest for that month since the 68,336 assembled in 1970.

The estimate is off 1.06 percent from the 75,211 completed in September, 1979.

Canadian truck makers, trying for a comeback, built an estimated 49,065 units last month, up 7.58 percent from the 45,606 assembled in September, 1979.

As the 1981 model year is beginning, the auto and truck makers are scheduling more units each week to beef up inventories. Scheduled auto output last week was 21,198, up 6.85 percent from the 19,839 completed in the previous week and up 39.69 percent from the 15,175 built in the comparable 1979 week.

Planned truck output last week was 12,810, up 12.20 percent from the 11,417 built the previous week and 1.70 percent from the 12,596 assembled in the year-ago week.

During the same period the truck makers have assembled 386,760 units, a decline of 24.83 percent from the 514,526 built through Oct. 6, 1979.

Truck production for September lowest since 1967

The estimated September truck production of 129,608 was the lowest output for the month since the 106,937 built in 1967.

The estimate was down 27.21 percent from the 178,078 assembled in September of 1979.

Last week's truck production was 40,368, up 25.19 percent from the 32,246 assembled in the previous week but down 22.24 percent from the 51,914 completed in the year-ago week.

General Motors will increase the line speed at its Baltimore truck plant from 22 units an hour on two shifts beginning today (Oct. 6). The move will return 225 hourly workers to the job.

So far this year, through Oct. 4, the Canadian auto makers have completed 631,392 units, off 17.64 percent from the 766,634 built in the equivalent 1979 period

U. S. CAR PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
AMERICAN MOTORS	3,478*	4,750	3,571*	15,675*	133,533	131,846*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	17,580	17,851	14,735	54,069	717,155	453,339
Plymouth Total	8,220	7,901	7,020	25,144	289,627	207,026
Horizon	3,350	3,695	3,442	14,313	131,326	122,172
Volare	....	3,961	....	....	149,003	51,740
'80 Gran Fury	70	....	....	28	2,196	13,381
Caravelle	100	245	137	477	7,102	4,958
Reliant	4,700	....	3,441	10,326	....	14,775
Chrysler Total	1,900	2,563	1,380	6,111	150,317	59,194
Chrysler	600	....	....	240	69,297	12,116
LeBaron	1,300	2,563	1,380	5,871	81,020	47,078
Dodge Total	7,460	7,387	6,335	22,814	277,211	187,119
Omni	2,800	3,195	2,774	11,503	114,899	104,172
St. Regis	160	....	....	64	22,654	10,884
Diplomat	700	1,419	672	2,833	38,665	22,977
Aspen	....	2,773	....	....	100,993	36,899
Aries	3,800	....	2,889	8,414	....	12,187
FORD MOTOR	23,318	35,257	32,784	122,174	1,678,597	940,405
Ford Division	15,504	24,567	22,722	82,273	1,119,788	676,836
Pinto	....	3,292	....	....	146,584	68,179
Mustang II/Mustang	1,210	7,604	5,809	20,083	302,897	183,277
Fairmont	2,952	6,244	2,754	11,857	166,076	170,903
Granada	3,797	978	3,802	13,635	120,064	70,378
LTD II	....	....	....	....	22,746	....
Thunderbird	....	5,296	3,289	11,041	218,968	90,673
Ford	2,099	1,153	2,103	7,769	142,453	68,717
Escort	5,446	....	4,965	17,888	....	24,709
L-M Division	7,814	10,690	10,062	39,901	558,809	263,569
Mercury Total	6,162	7,359	8,413	32,943	437,787	229,706
Bobcat	....	768	....	....	38,701	12,445
Capri	407	2,713	1,319	5,871	88,575	54,229
Zephyr	904	1,131	1,126	4,321	50,046	55,852
Monarch	....	146	....	....	51,987	16,409
Cougar/XR7	1,659	2,601	3,018	11,442	120,435	42,979
Mercury	1,290	....	1,301	5,485	88,043	39,757
Lynx	1,902	....	1,649	5,824	....	8,035
Lincoln Total	1,652	3,331	1,649	6,958	121,022	33,863
Lincoln	688	1,611	605	2,992	59,931	13,956
Versailles	....	....	....	....	10,234	1,861
Mark VI	964	1,720	1,044	3,966	50,857	18,046
GENERAL MOTORS	87,147	102,308	85,030	338,180	4,039,458	3,113,546
Buick Division	15,411	16,281	16,226	61,779	593,920	595,163
Skyhawk	....	646	....	....	18,564	....
Skylark/'79-'80	3,994	3,212	4,279	16,006	81,951	168,807
Century	3,595	1,967	3,523	13,804	44,237	128,584
Regal	4,038	4,757	4,539	17,081	205,543	154,726
Buick	2,680	4,422	2,767	11,241	201,499	110,363
Riviera	1,104	1,277	1,118	3,647	42,877	32,683
Cadillac Division	4,878	6,548	4,158	17,028	270,127	148,652
Seville	1,163	1,120	822	3,528	34,212	26,129
Cadillac	2,128	4,451	2,088	8,579	182,361	82,527
Eldorado	1,587	977	1,248	4,921	53,554	39,996
Chevrolet Division	37,546	46,529	37,898	155,608	1,793,312	1,348,985
Chevette	9,000	9,080	9,132	37,680	325,651	358,797
Monza	2,780	3,386	2,912	12,425	123,416	129,339
Camaro	2,320	5,004	2,664	10,347	212,288	94,237
Nova/Citation	10,291	7,795	8,997	35,306	225,559	355,397
Malibu	6,155	8,308	6,988	28,770	313,246	203,060
Monte Carlo	3,680	4,600	4,087	17,742	184,626	83,870
Chevrolet	2,400	7,601	2,317	9,949	370,739	90,580
Corvette	920	755	709	3,389	37,787	33,705
Oldsmobile Division	14,866	18,411	13,906	52,530	804,058	576,838
Starfire	....	313	....	....	16,456	....
Omega/'79-'80	2,009	1,506	1,798	7,627	38,222	88,298
Cutlass	7,497	10,729	6,502	22,663	416,216	288,572
Oldsmobile	4,658	4,740	5,122	20,298	292,322	172,160
Toronado	702	1,073	484	1,942	40,842	27,808
Pontiac Division	14,446	14,539	12,842	51,235	578,041	443,908
Acadian†	280	265	200	1,392	14,188	16,369
Sunbird	3,620	2,032	3,556	11,081	80,167	113,665
Phoenix/'79-'80	2,997	2,251	2,740	10,243	62,461	108,960
Firebird	1,928	3,715	1,454	6,291	157,708	60,968
LeMans	1,661	2,109	1,438	5,434	72,028	45,053
Grand Prix	3,025	1,807	2,495	11,828	72,562	53,943
Pontiac	935	2,360	959	3,966	48,927	44,950
VOLKSWAGEN	3,640	5,666	1,378	2,834	125,679	147,187
CHECKER	87*	118	87	371	3,705	2,338
Total Cars, U. S.	135,250	165,950	137,585	533,303	6,698,127	4,788,661

CANADIAN CAR PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHRYSLER CORP.	2,400	4,217	2,370	9,711	95,601	55,773
FORD MOTOR	6,736	648	5,813	20,102	230,600	196,312
GENERAL MOTORS	11,782	10,106	11,470	43,778	434,066	371,768
VOLVO	190	204	186	822	6,367	7,539
Total Cars, Canada	21,198	15,175	19,839	74,413	766,634	631,392
N. American Cars	156,448	181,125	157,424	607,716	7,464,761	5,420,053
N. American Trucks	53,178	64,510	43,663	178,673	3,067,766	1,542,607
North American Cars and Trucks	209,626	245,635	201,087	786,389	10,532,527	6,962,660

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NHTSA launches GM window probe, closes 3 others

WASHINGTON. — An alleged problem with the tailgate window defroster in 1979 Chevrolet, Buick, Oldsmobile and Pontiac intermediate station wagons was the only defect investigation mounted by NHTSA in the previous quarter.

The safety agency said it terminated three other investigations in that same time frame. It made one initial defect determination, the one involving as many as 16 million Ford transmissions which the NHTSA alleges may slip from Park to Reverse without warning.

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Bird in flight

Jim Dunne

New Pontiac Firebird due in '82

The '82 Pontiac Firebird will sport all-new sheet metal, including pop-up headlamps and a rear hatchback. Weight will be cut 600 pounds and length trimmed about 18 inches. The front-engine/rear-drive platform continues but with a 2.5-liter four-cylinder engine as standard. The body, which will be shared by the Chevrolet Camaro, will feature matching-color soft bumper system. The Camaro will not have pop-up headlamps.

Jim Plegue

Camaro-Firebird to get all-new body for '82

By Paul Lienert
Contributing Editor

Pontiac Firebird and its sister car, Chevrolet Camaro, will get their first overhaul in 12 years when the all-new '82 models bow next fall.

The '82 Firebird and Camaro get completely redesigned sheet metal and mechanicals, with overall length trimmed 18 inches and weight slashed about 600 pounds. Wheelbase will be cut from 108 inches to about 105 inches.

Many components will be shared with the front-drive X-cars, but the '82 Firebird and Camaro will continue the present front-engine/rear-drive configuration.

A 2.5-liter four-cylinder will replace today's V-6 as the base engine, but both cars in '82 will still offer optional V-6 and V-8 engines, along with four-speed and five-speed manual and three-speed automatic transmissions.

Firebird Trans-Am and Camaro Z-28 also may get turbo options, with Chevy scheduled to build a fuel-injected 5-liter V-8 specifically for the Z-28 in '82. The base 2.5-liter four may get throttle-body injection as well.

Suspension will be via MacPherson struts in front with a conventional solid axle and coil springs in the rear. Rack-and-pinion steering will be featured, along with steel-belted radial tires and, on Z-28 and Trans-Am, four-wheel disk brakes.

A new Firebird SE model will be slotted above Trans-Am in '82. The SE is a luxury-sport edition of Firebird, while Trans-Am remains the performance-oriented Firebird model.

Firebird and Camaro are to get soft, body-colored bumper systems in '82. Firebird will use single, pop-up headlamps, while Camaro will have fixed dual rectangular lamps.

Both cars, for the first time, will offer full hatchbacks. They will be available only as two-door models.

NEWSPAPER

New small cars are a hit; '81 prices shock buyers

By Joseph Bohn
Marketing Editor

Traffic poured into Ford and Chrysler showrooms for the opening days of introduction of 1981 models, though there were still some qualifiers to this early success, an AUTOMOTIVE NEWS survey revealed.

General Motors dealers apparently got off to a more moderate start.

Escort, Lynx and the Chrysler "Ks" are drawing crowds and selling out, although supplies are short. But prices on some familiar Ford nameplates were getting a chilly reception, dealers reported.

Chrysler's other '81s (except the new luxury Imperial) don't officially go on sale until Oct. 16, and dealers said their stocks were too low to give an accurate picture of how they'd do.

One Detroit-area Chrysler dealer sold seven of his nine Imperials quickly—one to Ford, two to General Motors (for evaluation purposes), one to an auto supplier, one to a cement company owner, etc.

He felt Imperial was helping Cordoba and reported generally strong sales across all product lines, except trucks.

Both Chrysler and Ford Motor immediately claimed success for their new small cars, based on early sales returns.

Chrysler reported selling 5,011 K-cars by Oct. 2 (introduction day), a new record, surpassing the previous high mark for Belvedede/Coronet set in 1964. By the weekend (Oct. 4), it had 15,267 sale orders for K-cars, topping the Omni/Horizon record in January, 1978.

Ford reported Escort sales of 7,398 on announcement day, with firm customer orders for another 19,365 — both numbers topping the previous Mustang records in April, 1964. Lincoln-Mercury added that its introductory weekend sales of 1,860 Lynx and 1,223 Cougars led the division to a new record.

- Dealers backed up the enthusiastic factory reports, but drew attention to $9,000 Granadas, for example, as being real public "shockers."

One Arkansas Ford dealer said getting the public to accept '81 prices was "like trying to turn on a cold woman. Hell, we can't get anywhere with them (the public)."

General Motors dealers didn't draw quite as many visitors, but welcomed competitors' new models for stirring up buying interest. They felt they'd do well, once people got around to comparing cars.

Several Ford dealers noted a greater inclination by foreign owners to buy American. In California, the Chrysler K-cars weren't viewed as being big import conquestors. But Escort/Lynx had already begun siphoning off sales.

Overall, the '81 prices are really helping move out '80s. Unfortunately, a number of dealers

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Domestics vs. imports: High noon at the ITC

By Helen Kahn and Jake Kelderman
Washington Bureau

WASHINGTON. — They were shooting at each other in the Great Hall of Justice last week. The big guns of the UAW, Ford Motor Co., several AFL-CIO unions representing suppliers and a limited supplier group calling itself AMICUS aimed against the big guns of Toyota, Nissan, Honda, Subaru, the Japanese Automobile Manufacturers Assn., the Automobile Importers of America and the American International Automobile Dealers Assn.

The ammunition was facts and figures by the thousands, filings by the boxful and talk by the hours.

When the smoke had cleared the victims were probably the several hundred persons who had gathered to watch and listen to whether the U. S. should limit the importation of Japanese cars in the face of the devastated condition of its own auto industry.

Under the watchful eyes of the two great silver figures that guard the hall and the glare of the television cameras, the commissioners of the International Trade Commission — three men and two women — tried to make sense of it all.

The ITC is looking at the 5-year history of the auto industry to determine whether imports have damaged the industry.

Numbers never matched, even though each plaintiff and each defendant is armed to the teeth with proof positive that either the imports did Detroit in or that Detroit—helped by low gas prices and a recession—did itself in.

Car prices will rise dramatically, will rise slightly or will be uncertain should import restrictions be imposed, depending on the speaker. Employment, inflation and the fortunes of certain domestic makers were similarly forecasted at wide variances.

Only the commissioners, who had waded through a mountain of briefs prior to the public hearing, will have the answer and they are not going to tell until after the election.

The commission's task is to decide if the U. S. auto industry has suffered serious injury or is threatened with serious injury.

If that is determined, the next decision is: Are the Japanese imports a "substantial" cause, or are other causes—the recession,

Continued on Page 54, Col. 3

breaking news

IH bid to sell off Scout fails

CHICAGO. — Inability of a group of investors to obtain adequate financing has forced International Harvester to cancel plans to sell its unprofitable Scout sports/utility vehicle operations, the company announced last week. A spokesman said that although Harvester is pursuing other offers for the Scout, it will go ahead with plans to phase out production of the 4x4 vehicle by the end of October.

20 pct. of Escort-Lynx trades are imports

DEARBORN.—Imported cars are accounting for 20 percent of the tradeins on the new Escort and Lynx, according to Bennett E. Bidwell, Ford car and truck group vice president. He noted that this is considerably higher than the 14 percent of the car population represented by imports and said, "We believe those tradeins are an excellent endorsement for these new domestic cars."

Mullane blasts Ford price hike

HACKENSACK, N. J.—Ed Mullane, president of the Ford Dealers Alliance, charged last week that Ford Motor's latest price increase "rode roughshod over dealer pleas not to do so." Mullane said FDA had wired Ford Chairman Philip Caldwell, asking him not to increase prices. FDA said a price hike would act negatively on new-car introductions. The group urged Ford to take a "leadership position" in opposition to General Motors and to hold the price line for at least the balance of the calendar year.

Under new state law

New Jersey to buy only domestics

By John A. Russell
New York Staff Writer

TRENTON, N. J.—New Jersey will buy only American-made cars for its state fleets for the next two years under a law signed by Gov. Brendan T. Byrne last week.

The measure was rushed through the Legislature after rumors that a low bid on 500 cars for state use came from an area Datsun dealer. Under previous New Jersey law, the lowest bidder must receive the contract.

Under the new law, the state can reject a low bid on motor vehicles if it comes from an import manufacturer and buy only domestic vehicles, even though the cost may be higher.

After two days of picketing by members of the UAW at the state capital, the measure was pushed through the Legislature. New Jersey officials were apparently sensitive to the closing of the Ford Mahwah assembly plant earlier this year and the loss of 3,700 jobs.

Eric Betley, fleet manager for Lynns Datsun City of Bloomfield, N. J., told AUTOMOTIVE NEWS that while the dealership has not been officially notified its bid has not been accepted, the dealership attorneys were looking into the law. No plans have been made by the dealership on contesting this law in court, he said.

Betley said that the bid submitted by the dealership would have saved the taxpayers of New Jersey $315,000 on the cars alone, not including operational costs of the vehicles. The total bid was in the $2 to $2.5 million range, he said.

• The law, introduced by State Senator Bernard Dwyer who is running for the U. S. Congress in the upcoming election, requires both state and local governments to award bids for the purchase of automobiles to companies that either build or assemble their cars in the U. S.

Patrick Sweeney, a spokesman for the governor's office, said there is a provision in the new law which would require the purchase of domestic automobiles "unless it is inconsistent with the public interest or the costs are unreasonable."

Byrne noted in his statement that while the law is inconsistent with his personal philosophy of free trade, the past record of Japan on trade reciprocity as well as the failure of Japanese auto manufacturers to consider locating in New Jersey were reasons to sign the law.

Byrne, while not so stating specifically, was referring to efforts to attract foreign manufacturers to the Mahwah assembly plant.

The governor skirted the issue of the constitutionality of the law by commenting that "law is always about to be." But the state obviously expects challenges.

Charles Walton, executive vice president of the New Jersey Automobile Dealers Assn., said there was no lobbying since it went through the State Legislature very quickly.

It was passed on an emergency basis unanimously by both houses of the Legislature.

He added it was probably sparked by the Mahwah closing and recent layoffs at other plants for both General Motors and Ford located in New Jersey.

The association has not taken a position on the measure, he said, since it represents both import and domestic dealers but added that as an issue he did not see a reason for a state association to become involved.

The measure was passed after rumors circulated that the Datsun bid would be accepted. There are two assembly plants in the district in which Dwyer is running for Congress.

Reagan's Rx for auto: Banking, GSA changes

By Edward Lapham
Financial Editor

Republican Presidential candidate Ronald Reagan last week added substance to his auto industry campaign position by proposing two separate actions to increase demand for U. S.-built cars and trucks.

The former governor of California proposed that the General Services Administration, the federal government's purchasing department, place advance vehicle orders and that the Export-Import Bank of the United States make program changes to stimulate the domestic industry.

"We must pull our auto industry out of its slump and get the assembly lines back into full-time operation," Reagan said.

He said each year the GSA purchases "large numbers of American automobiles and trucks for millions of dollars" spread out over the year. Reagan said "it would be of significant help to the auto industry if the federal government placed advance orders for its foreseeable needs now."

Reagan also stressed the need to make the U. S. auto industry more capable of competing in the overseas markets as an exporter.

"Today American industry is producing the small cars the world wants at a time when the dollar is priced favorably against the German mark and the Japanese yen," Reagan said.

"Our government should be burning the midnight oil to determine every way we can increase the export of American cars, trucks and buses," he said.

• The GOP candidate proposed that an Export - Import Bank program which "has failed" to boost exports and "has been used only four times" should be changed.

Reagan said the program should be designed to "help overseas dealers' purchase and stock American automobiles and to facilitate subsequent sales."

He said the program should: Ensure non - U.S.-dollar denominated promissory notes, remove rigid local security requirements, permit flexibility in deadlines for sales out of inventory, cover dealer markups as if sales were made from the U. S. to the end user and cover individual transactions of less than $25,000.

He said, however, that "prudent banking requirements" should be maintained including risk-sharing with exporter and commercial bank as well as the current requirement that the Export-Import Bank's exposure on the initial sale "is replaced, and not augmented, by its exposure on the resale to the end user."

Floor-plan cost in Ford invoice is a holdback

DETROIT.—Ford Motor's recent move (AUTOMOTIVE NEWS, Oct. 6) to tack costs of 40 days' floor-planning onto car invoices is really just a way of boosting its holdback in line with other domestics, sources said.

For '81, Chrysler and General Motors have gone to a 3 percent holdback, while Ford is still at 2 percent.

The shift in invoice billing with the added floor-plan costs really amounts to an extra 1.4 percent added.

This will be refunded at the end of the year, along with the 2 percent. Dealers get it all back, not just the portion of unused days' of floor-planning, as previously reported in AUTOMOTIVE NEWS.

They also still get 15 days' free floorplanning.

Thus, the extra charge for floor-planning amounts to nothing more than pushing the holdback up to 3.4 percent, which compares with 3 percent at Chrysler and General Motors.

1980 Ferraris arrive

The 1980 Ferrari line includes the revamped 308GTBi berlinetta (pictured) and 308GTSi spider, both with a transverse-mounted 2,926-cc 308 V-8 engine. Both models also feature Bosch K-Jetronic CIS fuel injection, and are the first fuel-injected Ferraris to be offered in the U. S. The only extra-cost options are metallic paint and radio. The spider is priced at $52,640 and the berlinetta at $47,440.

Chrysler plan to sell plants raises UAW ire

By Roger Rowand
Engineering Editor

DETROIT. — Chrysler Corp. would like to sell off several more of its plants—two of them said to be profitable — to cut costs and pump up cash flow.

To trim costs further, the firm also would like to buy rather than make more of the car components it uses.

The company, however, is starting to meet resistance from the UAW on both counts.

The union considers itself, with management and Uncle Sam, part of a three-party team running Chrysler.

UAW Vice President Marc Stepp is director of the UAW's Chrysler department. He said members personally sacrificed $462.5 million in contract concessions as their contribution to a save-Chrysler package.

That package included $1.5 billion in federal loan guarantees.

Chrysler workers voluntarily received smaller wage hikes and lesser fringe improvements in contracts negotiated last year than workers at other car makers did.

Stepp said they are concerned and angry over rumors they've heard about the jobbing out of work and the sale of facilities.

Usually, when work from one UAW-represented plant is farmed out to another UAW plant the union does not make a major issue of it, Stepp told AUTOMOTIVE NEWS. However, in this case, in which such a situation is likely to arise, he said, "We think Chrysler workers ought to get a break."

The plants in question in the Detroit area are: Detroit Forge & Axle, Eldon Avenue Axle, McGraw Glass and Detroit Universal.

A New Castle (Ind.) forge plant also is for sale, Stepp said.

• He said the union recognizes there is unused capacity in some Chrysler plants but would prefer consolidation of work rather than plant closings.

Some 6,000 workers would be effected by changes at the four factories, Stepp said.

"We are very concerned the Chrysler Loan Guarantee Board is meeting with the Chrysler downsizing committee without UAW input," Stepp said after a meeting with company labor relations personnel.

Douglas Fraser, UAW president, is a Chrysler director. "Fraser has input at the point of review, not during plant-level decision making," Stepp said.

"Input can't be at one level. It must be at every level of decision making in the company from the shop floor to the board of directors," he said.

"We've deliberately been trying to maintain a low profile because the UAW didn't want to do anything that might damage the company. We still feel that way but we want input at the plant level," he said.

He said the union is proposing creation of a diversified operation as an alternative to closings. It would be a consolidation of work done in the Detroit facilities that now, collectively, are only 46 percent utilized.

Stepp has been a member of the UAW since 1942 when he started working at Chrysler's Highland Park (Mich.) machining plant, itself a highly diversified operation at the time.

He said in reference to the federal role at Chrysler that discussions there are complicated "by someone looking over your shoulder."

"When you're looking at numbers and someone is looking over your shoulder, there will be the temptation to go with the lowest price," he said.

"We are not going to stand still and see this company dismantled."

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

By Jenny L. King
Staff Writer

With domestic new-car sales slumping to 1963 levels and import deliveries up more than 7 percent for the month, September industrywide new-car sales reflected the pattern established during the year: Imports strong, domestics living in the past.

General Motors offered up its 1981 models at the public altar Sept. 25 and came away with an astounding 70.68 percent of the Sept. 21-30 domestic market, an any-period record for the largest U. S. car maker.

Total for the month was 670,901, down 13.32 percent from 773,986 in September of 1979. The five U. S. car makers reported sales of 485,742, down 19.30 percent from 601,933, and the lowest since 1963 sales of 391,624.

Import sales climbed 7.62 percent to 185,159 from 172,053 despite slight sales decreases for the top two sellers, Toyota and Datsun. Year-to-date import sales through Sept. 30 stood at 1,874,625, up 3.12 percent from 1,817,825 in 1979.

The domestics trailed their 1979 year-to-date level by 23.72 percent: 4,913,735 versus 6,441,565. Third-quarter sales totaled 1,514,511, down 24.10 percent from 1,995,361 in 1979 and the lowest for that period since 1,499,272 in 1963.

• Of the five major U. S. auto makers, only Volkswagen of America showed an improvement in September, its sales up 30.03 percent to 13,479 from 10,366. With 25 selling days this

Continued on Page 56, Col. 3

Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	115,065	17.15
COMPACT	126,286	18.82
INTERMEDIATE	150,122	22.38
STANDARD	65,608	9.78
LUXURY	28,661	4.27
IMPORT	185,159	27.60
TOTAL	670,901	100.00

GM names Wiencek

DETROIT. — Dr. Robert G. Wiencek has been named to the newly created position of director of occupational safety and health on the General Motors Industrial Relations Staff. He formerly was director of health services for GM.

IMPORTED CAR SALES

	Sept., 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Alfa Romeo	282	278	2,697	3,166
Arrow	3,664	2,862	47,047	38,308
Audi	3,928	3,392	32,330	33,644
BMW	4,321	3,085	28,875	26,884
Challenger	867	740	10,538	11,635
Colt	3,263	4,129	42,764	51,156
Datsun	36,154	39,043	413,141	359,133
Fiat	2,638	3,737	30,762	49,895
Fiesta	5,678	4,770	53,744	63,012
Honda	27,053	24,412	278,571	274,756
Jaguar	327	270	2,215	2,929
Lancia	101	104	1,644	1,255
Mazda	11,388	12,267	113,372	112,721
Mercedes-Benz	5,174	3,928	49,817	41,817
MG	2,403	1,829	11,806	22,957
Opel	....	515	....	12,865
Peugeot	1,015	817	9,809	9,016
Porsche	817	1,018	8,383	11,059
Renault	3,081	2,140	20,046	14,683
Rover	47	....	195	....
Saab	1,202	1,268	10,514	11,599
Sapporo	600	641	8,313	10,324
Subaru	16,026	8,550	110,704	98,150
Toyota	39,638	41,151	462,390	388,401
Triumph	1,955	1,012	12,370	10,458
Volkswagen	7,883	5,294	67,877	110,544
Volvo	5,654	4,801	44,701	46,205
TOTAL	185,159	172,053	1,874,625	1,816,572

U. S. CAR SALES BY MARKETING UNITS

	Sept., 1980	Sept., 1979	9 mos., 1980	9 mos., 1979
Chevrolet	134,985	144,279	1,340,099	1,666,985
Ford	74,208	110,418	852,464	1,228,914
Oldsmobile	61,562	65,000	612,294	736,256
Buick	55,886	54,819	524,444	552,684
Pontiac	49,608	50,941	465,221	607,607
Toyota	39,638	41,151	462,390	388,401
Datsun	36,154	39,043	413,141	359,133
Honda	27,053	24,412	278,571	274,756
VW of America	26,107	20,070	252,372	275,623
Dodge	22,830	37,585	245,849	365,518
Plymouth	22,263	26,858	234,027	313,195
Mercury	21,703	39,167	234,979	399,867
AMC-Renault	16,646	16,253	134,153	127,345
Cadillac	15,409	19,887	154,052	229,087
Subaru	16,026	8,550	110,704	98,150
Mazda	11,388	12,267	113,372	112,721
Chrysler	10,009	34,324	104,093	201,181
Volvo	5,654	4,801	44,701	46,205
Mercedes-Benz	5,174	3,928	49,817	41,817
Jaguar-Rover-Triumph	4,732	3,111	26,586	36,344
BMW	4,321	3,085	28,875	26,884
Lincoln	4,307	7,833	50,730	94,533
Fiat	2,739	3,841	32,406	51,150
Saab	1,202	1,268	10,514	11,599
Peugeot	1,015	817	9,809	9,016
Alfa Romeo	282	278	2,697	3,166
TOTAL	670,901	773,986	6,788,360	8,259,390

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia; 1979 Buick includes Opel; Jaguar Rover Triumph includes MG.

Research called inconclusive on diesel as health hazard

Continued from Page 6

in 1985) were achievable and that they were, in any event, based on technological capability and not the potential carcigonicity factor.

He said all the makers were already capable of meeting the 1982 standard and that research work indicates technology is also available for the 1985 standard and that its reliability need only be improved.

General Motors, Mack and Caterpillar challenged that contention, arguing that 0.2 technology did not exist for cars and that the kind of levels the EPA is talking about for heavy-duty trucks are well beyond the pale. The need for standards this stringent have not been demonstrated, they said, and they should be changed.

Mack and Caterpillar also want the EPA to ease its proposed NOx standard of 1.7 grams/bhp-hr to 6 g/bhp-hr and to establish separate standards for gasoline and diesel heavy-duty trucks.

- The Natural Resource Defense Council, on the other hand, thinks EPA has been too lax with both the car and heavy duty truck makers. It says the makers could meet the particulate standards, and on an earlier timetable.

It said EPA also violated the law by granting various of the diesel passenger car makers waivers from the 1981 NOx standard. It said EPA should not have granted those waivers because the technology is available to meet the 1.0 GPM standard and that the excess emissions of NOx caused by these waivers present a hazard to the populace.

The NRDC recently sued the EPA on both its NOx waiver policies and the diesel particulate standards. The U. S. Court of Appeals here will hear the suit the end of this month.

Firestone Tire Group names West, Aucott

AKRON. — William L. West has been named to the newly created post of vice president for quality control of Firestone Tire & Rubber Co.'s North American Tire Group.

George W. Aucott will succeed West as vice president for manufacturing. Aucott had been executive vice president for sales and marketing for the tire group.

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

Continued from Page 2

year compared with 24 a year ago, VWoA was up 24.77 percent on a daily rate basis.

General Motors September sales totaled 317,450, down 5.07 percent from 334,411 (down 8.87 percent daily rate). Ford Motor Co. sales of 94,540 were down 38.07 percent from 152,648 (down 40.53 percent daily rate). Chrysler Corp. reported sales of 46,708, down 48.33 percent from 90,395 (50.40 percent daily rate), and American Motors sales of 13,565 were 3.88 percent away from 14,113 a year ago (7.65 percent daily rate).

General Motors earned 65.35 percent of the domestic market for the month, up an amazing 10 percentage points from 55.56 percent in 1979. Ford cornered 19.46 percent, down from 25.36 percent. Chrysler sales accounted for 9.62 percent, down from 15.02 percent. AMC earned 2.79 percent, up from 2.34 percent, and VWoA had 2.78 percent, up from 1.72 percent.

Of the 13 U. S. makes, only VWoA Rabbit and Buick came out ahead for the month. Buick was up 2.91 percent. Bad news for Chrysler was its 70.84-percent drop, to sales of 10,009 from rebate-boosted sales of 34,324 in 1979. Dodge sales dropped 42.84 percent and Plymouth was off 22.93 percent.

- At Ford Motor Co., Ford sales dropped 35.13 percent, Mercury was down 44.59 percent and Lincoln skidded 45.01 percent.

Pontiac sales were down 2.62 percent on a year-to-year basis, Oldsmobile dropped 5.29 percent, Chevrolet was 6.44 percent away from last September and Cadillac slumped 22.52 percent.

Of the 27 import makes with sales reported by Automotive News, 16 boasted increases in September, including Honda, up 10.82 percent, Fiesta up 19.04 percent, Renault up 43.97 percent, Volkswagen up 48.90 percent and Subaru up a whopping 81.44 percent. Imports accounted for their accustomed high percentage of the total market: 27.60 percent in September.

The market class profile for the month showed imports with the largest segment, 27.60 percent. U. S. subcompacts accounted for 17.15 percent, compacts were 18.82 percent, 22.38 for intermediates, 9.78 percent for standard-size cars and 4.27 percent for the luxury models.

In just the domestic market, subcompacts were 23.69 percent, compacts were 26.00 percent, intermediates were 30.90 percent, full-size were 13.51 percent and luxury cars had 13.51 percent.

Top selling nameplates for the month were: Chevrolet Chevette, 32,592, Chevrolet Citation, 24,674, Chevrolet Malibu, 20,434, Oldsmobile Cutlass Supreme, 19,108 and Oldsmobile Cutlass, 17,768. Last year the top five were: Cutlass Supreme, full-size Chevrolet, Citation, Ford Fairmont and Malibu. Ford had no entries among this year's best five; Pinto came in eighth.

Third-period domestic sales, spurred by GM's 28.22-percent increase, climbed to within 8,000 units of the 1979 total for the period: 205,561 versus 213,272, down 3.62 percent.

With its new-model introduction a week ahead of the competition, GM managed to capture 70.68 percent of the last-September market. Ford slipped to 16.03 percent, Chrysler with 8.13 percent was at its lowest for any period this year, AMC estimated sales earned it 2.29 percent and VWoA had 2.87 percent.

Silver for Smyly

Wil Smyly, right, Buick dealer in Malden, Mass., receives his 25-year silver plate from Buick General Sales Manager J. D. Duffy.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1980	Same Period, 1979	September, 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Spirit	....	....	4,082	4,817	40,532	39,496
Concord	....	....	6,742	7,114	50,012	65,107
Pacer	....	....	83	525	1,966	6,402
Eagle	....	....	2,658	1,657	21,597	1,657
AMERICAN MOTORS*	4,700†	3,600†	13,565	14,113	114,107	112,662
Horizon	3,816	1,054	10,841	3,359	102,197	114,131
Volare	2,477	7,434	6,766	18,746	63,842	139,491
Voyager	....	503	....	1,168	....	8,265
Fury	....	36	....	82	....	2,676
Plymouth	129	....	392	....	12,628	....
Total Plymouth	6,422	9,027	17,999	23,355	178,667	264,563
LeBaron	1,869	4,958	4,874	12,733	46,866	80,371
Cordoba	1,310	4,341	3,284	10,151	34,002	45,223
Chrysler	633	5,064	1,851	11,440	23,225	75,587
Total Chrysler	3,812	14,363	10,009	34,324	104,093	201,181
Omni	2,785	862	8,452	3,014	83,902	97,572
Aspen	1,705	5,309	4,899	14,306	48,188	97,067
Sportsman	....	990	....	2,405	....	24,917
Diplomat	980	2,368	2,548	6,033	24,264	37,078
Monaco	....	23	....	84	....	2,554
Mirada/Magnum	802	1,300	2,025	3,252	21,187	18,622
Dodge	197	1,374	776	3,622	15,006	24,917
Total Dodge	6,469	12,226	18,700	32,716	192,547	302,727
CHRYSLER CORP.	16,703	35,616	46,708	90,395	475,307	768,471
Pinto	6,214	4,019	16,289	12,740	124,709	152,708
Mustang	4,947	7,037	15,374	20,803	179,479	237,524
Fairmont	4,739	8,431	14,905	23,729	214,568	259,110
Club Wagon	....	927	....	2,739	....	31,094
Granada	2,619	3,424	6,774	10,122	61,448	110,775
LTD II	....	511	....	1,302	3,012	24,256
Thunderbird	3,201	8,075	8,442	18,837	104,016	154,919
Ford	2,033	5,797	6,746	15,376	111,488	195,516
Ford Division	23,753	38,221	68,530	105,648	798,720	1,165,902
Bobcat	884	774	2,760	2,941	23,271	36,526
Zephyr	1,932	2,298	5,800	6,371	61,526	74,915
Monarch	561	1,289	1,588	3,703	20,499	43,218
Cougar	....	....	....	....	....	3,955
XR-7	1,264	4,937	3,455	11,366	41,803	93,415
Capri	1,598	1,841	4,783	5,534	48,915	72,227
Mercury	1,245	4,400	3,317	9,252	38,965	75,611
Total Mercury	7,484	15,539	21,703	39,167	234,979	399,867
Versailles	84	344	191	1,042	3,885	10,826
Lincoln	764	1,220	1,926	3,330	21,714	46,666
Mark VI	866	1,440	2,190	3,461	25,131	37,041
Total Lincoln	1,714	3,004	4,307	7,833	50,730	94,533
L-M Division	9,198	18,543	26,010	47,000	285,709	494,400
FORD MOTOR	32,951	56,764	94,540	152,648	1,084,429	1,660,302
Skyhawk	331	423	465	1,583	5,388	15,410
Skylark	5,113	4,170	11,821	10,832	127,106	80,796
Century	5,247	1,909	11,216	4,802	106,736	38,183
Regal	7,560	5,828	17,054	19,148	142,893	199,765
LeSabre	2,883	1,650	6,818	8,962	68,224	102,647
Electra	2,257	1,288	5,180	6,549	43,701	63,931
Riviera	1,589	1,066	3,332	2,428	30,396	39,087
Buick Division	24,980	16,334	55,886	54,304	524,444	539,819
Seville	1,414	903	2,555	2,781	24,776	30,613
Cadillac	4,400	4,545	8,757	14,292	92,754	151,174
Eldorado	2,201	995	4,097	2,814	36,522	47,300
Cadillac Division	8,015	6,443	15,409	19,887	154,052	229,087
Chevette	15,595	8,454	32,592	20,931	291,816	292,144
Monza	5,282	2,892	13,856	8,526	116,442	114,397
Citation/Nova	12,070	9,958	24,674	28,636	288,444	219,792
Sportvan	....	495	....	1,838	....	24,594
Camaro	3,759	4,206	8,742	11,044	93,165	166,841
Malibu	9,857	7,884	20,434	21,940	199,025	266,491
Monte Carlo	6,998	6,404	14,170	19,112	120,422	209,175
Chevrolet	8,553	7,060	17,492	29,015	203,238	344,844
Corvette	1,407	1,247	3,025	3,237	27,547	28,707
Chevrolet Division	63,521	48,600	134,985	144,279	1,340,099	1,666,985
Starfire	234	490	329	1,245	5,334	15,395
Omega	2,717	1,452	6,406	4,339	65,531	35,477
Cutlass	8,944	3,891	17,768	7,241	156,832	72,430
Supreme	6,521	14,003	19,108	31,380	194,288	329,167
Olds 88	4,432	3,801	9,815	12,811	112,208	179,552
Olds 98	2,776	2,095	5,548	5,959	50,603	68,181
Toronado	1,142	1,002	2,588	2,025	27,498	36,054
Oldsmobile Division	26,766	26,734	61,562	65,000	612,294	736,256
Sunbird	4,605	1,710	11,920	5,335	101,692	71,236
Phoenix	3,070	1,992	6,507	6,554	72,934	58,285
Firebird	2,480	2,869	6,126	8,063	67,253	121,015
LeMans	2,950	2,492	6,123	7,461	57,811	87,829
Grand Prix	5,330	3,568	11,259	11,270	84,549	136,839
Pontiac	3,582	2,579	7,673	12,258	80,982	132,403
Pontiac Division	22,017	15,210	49,608	50,941	465,221	607,607
GENERAL MOTORS	145,299	113,321	317,450	334,411	3,096,110	3,779,754
VOLKSWAGEN	5,908	3,971	13,479	10,366	143,782	120,376
DOMESTIC TOTALS	205,561	213,272	485,742	601,933	4,913,735	6,441,565
IMPORT TOTAL	....	....	185,159	172,053	1,874,625	1,817,825
GRAND TOTAL	....	....	670,901	773,986	6,788,360	8,259,390

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

factories list auction dates

American Motors

Oct. 14 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 15—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Dallas Auto Auction, 4226 E. Main, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Oct. 16 — Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

Oct. 15—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 16—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Ford Motor Co.

Oct. 15—Concord Auto Auction, Hosmer St., Acton, Mass.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 16—Minneapolis Northstar Auto Auction, 7701 State Highway 101, Shakopee, Minn.

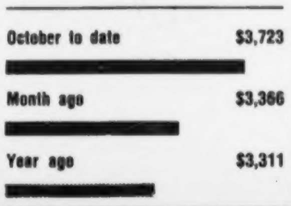
Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Used car sales
Auction averages



Model breakdown
Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,842	$6,350	$6,516
1979	4,971	4,787	5,022
1978	3,874	3,841	3,806
1977	3,101	3,240	3,258
1976	2,294	2,362	2,445
1975	1,770	1,741	1,808
1974	1,390	1,350	1,310
1973	1,178	1,167	963
Overall Average	$3,723	$3,545	$3,649

NADA is No. 2 in contributions to candidates

WASHINGTON. — NADA is again second only to the doctors' lobby in spending money to influence Congress through its Automobile and Truck Dealers Election Action Committee (DEAC).

In the list of the Top Ten, according to the Federal Election Commission, NADA gave $12,526—a sum exceeded only by the American Medical Assn. which gave $596,435.

Others — all below half a million dollars—included the realtors, UAW, AFL-CIO, carpenters, milk producers, machinists, the United Transportation Union and the life-insurance lobby.

The figures are from an interim report through June, 1980. At that point, some $25 million had been contributed by Political Action Committees (PACs) for the Presidential and Senate and House races—a $10 million increase over the first quarter of 1980. This does not include $2.7 million which PACs spent independently in support of or in opposition to federal candidates.

The latest figures on PACs showed they had raised $85.3 million, spent $61.4 million, contributed $25 million to federal candidates, spent $1.36 million independently in behalf of federal candidates and spent $1.33 million independently in opposition to federal candidates.

Emissions ruling favoring makers is overturned

WASHINGTON. — Emissions performance warranty regulations that will require a manufacturer to pay for faulty emission control devices are effective immediately.

The U. S. Court of Appeals for the 6th Circuit has overturned the decision of a Michigan District Court that had prevented the EPA from enforcing the regulations pending its issuance of final regulations dealing with aftermarket parts certification and allowable maintenance.

The major auto makers and MVMA had argued before the lower court that without the latter regulations, manufacturers would have no way of knowing if the part was faulty because of their or the owner's doing.

The performance warranty is triggered when a vehicle fails an EPA-approved inspection and maintenance test.

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NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1980	Percent Share of Market	Regis., July, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 7 mos., 1980	Percent Share of Market	Regis., 7 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	138,316	19.31	197,434	21.56	− 2.25	1,030,575	19.94	1,250,084	20.28	− 0.34
Ford	87,826	12.26	122,605	13.39	− 1.13	649,387	12.57	902,754	14.64	− 2.07
Oldsmobile	66,635	9.30	82,311	8.99	+ 0.31	461,161	8.93	550,414	8.93	....
Buick	57,221	7.99	58,881	6.43	+ 1.56	393,412	7.61	394,822	6.40	+ 1.21
Pontiac	49,323	6.89	69,530	7.60	− 0.71	354,426	6.86	465,019	7.54	− 0.68
Mercury	23,249	3.25	41,315	4.51	− 1.26	194,714	3.77	304,868	4.94	− 1.17
Dodge	19,188	2.68	32,021	3.50	− 0.82	140,736	2.72	228,355	3.70	− 0.98
Plymouth	17,713	2.47	27,999	3.06	− 0.59	131,088	2.54	206,331	3.35	− 0.81
Cadillac	15,520	2.17	21,051	2.30	− 0.13	123,878	2.40	178,189	2.89	− 0.49
AMC	10,598	1.48	14,310	1.56	− 0.08	90,336	1.75	86,033	1.40	+ 0.35
Chrysler	9,192	1.29	19,070	2.08	− 0.79	79,679	1.54	134,351	2.18	− 0.64
Lincoln	5,523	0.77	7,363	0.81	− 0.04	44,592	0.86	76,923	1.25	− 0.39
GENERAL MOTORS	327,015	45.66	429,207	46.88	− 1.22	2,363,452	45.74	2,838,528	46.04	− 0.30
FORD MOTOR CO.	116,598	16.28	171,283	18.71	− 2.43	888,693	17.20	1,284,545	20.84	− 3.64
CHRYSLER CORP.	46,093	6.44	79,090	8.64	− 2.20	351,503	6.80	569,037	9.23	− 2.43
AMERICAN MOTORS	10,598	1.48	14,310	1.56	− 0.08	90,336	1.75	86,033	1.40	+ 0.35
IMPORTS	215,677	30.12	221,297	24.17	+ 5.95	1,471,288	28.47	1,384,378	22.45	+ 6.02
MISCELLANEOUS	164	0.02	410	0.04	....	2,011	0.04	2,751	0.04	....
TOTAL	716,145		915,597			5,167,283		6,165,272		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Illinois.

Imports' share hits record 30.12 percent

July registrations lowest in 16 years

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in July were lowest for that month since 1963, a slight improvement over the June performance which was lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in July totaled 716,145, down 21.78 percent from 915,597 a year earlier.

It was the lowest July count since 1963, when 705,992 new cars were registered. Record for July is 1,103,143, which has stood since 1973.

July registrations followed the pattern of recent months in that imports were down slightly from the preceding year, while domestics were down sharply.

Registrations of new U. S.-built cars totaled 500,468 in July, down 27.92 percent from 694,300 a year earlier. Imports totaled 215,677, off 2.54 percent from the year-earlier July record of 221,297.

As a result, import penetration of the new-car market in July was a record 30.12 percent, the first time the import share for any month has passed 30 percent. A year earlier, imports accounted for 24.17 percent of July registrations.

For the first seven months of 1980, new-car registrations totaled 5,167,283, down 16.19 percent from 6,165,272 last year.

- All of the U. S. corporate makers suffered declines at the hands of the imports in their market shares in July compared with a year earlier. Even the miscellaneous category saw its share of the market halved in July to 0.02 percent, compared with 0.04 percent last year.

Ford Motor Co. logged the largest decline, down 2.43 percentage points to 16.28 percent of July new-car registrations. Chrysler Corp. dipped 2.20 points to 6.44 percent, while General Motors was off 1.22 points to 45.66 percent and American Motors slipped 0.08 of a point to 1.48 percent.

Tables on Page 51

Excluding imports, domestic-only registrations in July were divided this way: GM, 65.34 percent; Ford Motor Co., 23.30 percent; Chrysler Corp., 9.21 percent; AMC, 2.12 percent, and miscellaneous, 0.03 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 61.82 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 11.39 percent; AMC, 2.06 percent, and miscellaneous, 0.06 percent.

- By size segments, only subcompacts managed to improve their market share, as imports took bites of each segment. Subcompacts accounted for 12.47 percent of July registrations, up 0.12 of a point. Imports were up 5.95 points to 30.12 percent.

Largest decline was suffered by the standard-size cars, which were down 2.86 points to 11.03 percent of total July registrations. Surprisingly, the compact segment was down 1.66 points to 21.18 percent.

Intermediates were down 0.48 of a point to 20.96 percent, while the luxury segment was off 0.09 of a point to 4.24 percent.

Registrations by size class in July were: Subcompact, 89,322; compact, 151,701; intermediate, 150,080; stadnard, 79,003; luxury, 30,362, and import, 215,677.

The top 20 domestic nameplates in registrations in July were:

1—Chevrolet Citation	33,009
2—Chevrolet Chevette	27,658
3—Ford Fairmont	22,625
4—Olds Cutlass Supreme	22,004
5—Ford Mustang	19,618
6—Standard Chevrolet	18,125
7—Standard Oldsmobile	17,372
8—Olds Cutlass	16,362
9—Chevrolet Malibu	15,975
10—Buick Regal	15,826
11—Ford Pinto	13,948
12—Buick Skylark	13,786
13—Standard Ford	13,775
14—Chevrolet Monza	12,552
15—Chevrolet Monte Carlo	12,300
16—Buick Century	12,023
17—Standard Buick	11,823
18—Pontiac Sunbird	10,581
19—Plymouth Horizon	9,899
20—Ford Thunderbird	9,628

Nault adds Mercedes

MANCHESTER, N.H.—Nault's Auto World has added the Mercedes-Benz line.

British Chevettes for W. Germany

LONDON.—Chevette becomes the first Vauxhall car to be marketed in volume in Germany when it goes on sale this month through Opel's German dealer network.

The initial order for 2,000 sedans, hatchbacks and station wagons, built at Vauxhall's Ellesmere Port plant, has been augmented by a further order that will mean deliveries of more than 5,000 to German Opel dealers by the end of the year.

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New Used Trucks

Irvin at large

Continued from Page 3

is a one product plant. There's a family type atmosphere. People know each other."

As an example of the quality work, one of every 100 engines is completely torn down, inspected and then reassembled, a 10-day process.

And every engine is hand-built by one worker. After being finished, each one is run for two hours on a test stand before being pronounced ready to go into a car.

- The engine blocks come from a nearby outside foundry. The car bodies are also built by a subsidiary of BL, the British auto firm. They arrive as a shell, with nothing more than an anti-rust undercoat.

Another example of the hand work is the radiator-grille shop. A worker makes two a day by hand and then puts his initial on the back side of the grille.

"Not many people in the world today are willing to put their name on their work," said Frank Reid as he finished one of his radiators.

At the end of the line, one inspector goes over the car for an hour or so. Time is not that crucial because the plant finishes only about 12 a day.

The workers don't look different from workers at other plants in Europe, America and Japan. Many are young. The average age is 30-35. They've got long hair, wear colorful T-shirts.

They earn about $12,000 a year, more than Japanese auto workers but less than American auto workers.

When the car reaches the end of the line, it lacks bumpers and some of the trim. The reason is it's not really finished. It then undergoes a five-day road test. "All the bright work is removed so it won't be damaged in the test," Walton said.

Afterwards, the car is repainted completely, the bumpers and other trim attached. Finally, it is ready to be sent to the customer.

The plant is now swinging into production of the new Silver Spirit model, replacing the Silver Shadow, in production for 15 years.

However, in a departure from the normal automotive practice, the Silver Shadow is still in production, alongside its replacement.

The Silver Shadow will remain in production through the end of the year, with a few hundred still to be finished.

Nelson, the production manager, explained that this was being done to provide an overlap of models — to phase in the new model gradually on the assembly line.

The rarefied $100,000 price level of these cars provides some insulation to the model change.

"The changeover has worked well," Nelson said. "This overlap is an innovation in British industry. By training the workers on the new model while continuing to build the old model we had no loss of productivity."

He also plans to expand the "quality circles" program. "Quality is a way of life here because it is how we maintain our reputation," he said.

The objective now is to provide more "operator control" over quality, he explained. "Inspectors don't improve quality, they only inspect it. So we have ordered that new grinders and other machines have measuring equipment installed so that the operator can change tolerances."

Of course, he admitted, there is some highly automated equipment which can make such adjustments automatically "but we don't have the volume here for that type of equipment."

Despite all the inspectors, however, even Rolls-Royce has the occasional recall campaign. There was one earlier this year involving some hydraulic hoses routed too close to an exhaust system catalyst. The hoses were changed to a new design.

Nelson doesn't own a Rolls because of the cost. "I'd love to buy one — it's a super car," he said. "But I do drive one at least every two weeks because part of my job is checking quality control."

Ford, L-M start '81 model year with contests

Continued from Page 3

car objective; 100-109 percent pays $5 per unit and 110 percent pays $12 per unit, retroactively.

There is a fast-start provision from Oct. 3 to Nov. 10. It is based on attaining fast-start objectives for Mustang, Fairmont, Pinto and Fiesta combined.

If the dealership hits its fast-start, the sales managers' payoffs are increased to $3, $7 and $15 per unit, respectively, for each of the percentage of attainment categories. Payments again are retroactive.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JULY, '80 VS. JULY, '79

	1980		1979	
	July	Year	July	Year
AMX Spirit/AMX	3,746	31,909	5,483	29,212
Concord	3,573	30,832	6,646	41,091
Concord Station Wagon	1,011	8,826	1,420	9,543
Eagle 4 WD	932	6,950		
Eagle Station Wagon	1,162	9,996		
Pacer	56	559	223	1,904
Pacer Station Wagon	118	1,264	500	3,822
Matador			32	330
Matador Station Wagon			6	131
Total American Motors Corp.	10,598	90,336	14,310	86,033
Chrysler LeBaron	3,338	31,182	6,986	48,637
LeBaron Station Wagon	595	4,836	908	8,054
Cordoba	3,188	25,464	3,275	28,600
Newport	975	7,455	5,841	32,167
New Yorker	1,096	10,742	2,060	16,893
Total	9,192	79,679	19,070	134,351
Plymouth Horizon	9,899	73,648	11,786	97,944
Voyager			941	5,779
Volare	4,811	39,993	11,482	75,701
Volare Station Wagon	1,167	9,087	3,619	23,909
Fury			165	2,870
Fury Station Wagon			6	128
Gran Fury	1,836	8,360		
Total	17,713	131,088	27,999	206,331
Dodge Omni	8,091	60,705	10,666	82,802
Aspen	4,236	30,031	7,371	50,294
Aspen Station Wagon	1,018	6,779	2,562	18,037
Sportsman			3,019	18,949
Monaco			151	2,738
Monaco Station Wagon			5	99
Diplomat	1,837	15,064	3,125	22,963
Diplomat Station Wagon	316	2,645	466	3,882
Magnum XE/Mirada	2,060	15,628	1,560	12,873
St. Regis	1,630	9,884	3,096	15,718
Total	19,188	140,736	32,021	228,355
Total Chrysler Corp.	46,093	351,503	79,090	569,037
Ford Pinto	11,145	73,567	11,601	85,061
Pinto Station Wagon	2,803	19,949	4,785	34,544
Fairmont	16,202	135,427	20,447	143,922
Fairmont Station Wagon	6,423	47,276	7,116	50,732
Granada	8,003	46,133	11,404	88,872
Club Wagon			3,069	25,058
LTD II	229	2,772	1,726	21,923
LTD	8,969	59,696	15,516	127,223
LTD Crown Victoria	2,547	14,995		
Ford Station Wagon	2,259	16,769	3,846	30,963
Mustang	19,618	144,833	27,871	182,156
Thunderbird	9,628	87,970	15,224	112,300
Total	87,826	649,387	122,605	902,754
Lincoln Continental	2,503	18,651	3,398	39,034
Continental Mark	2,580	22,378	3,037	29,861
Versailles	440	3,563	928	8,028
Total	5,523	44,592	7,363	76,923
Mercury Bobcat	1,802	14,916	3,274	22,139
Bobcat Station Wagon	391	3,253	767	5,770
Zephyr	3,844	39,264	6,767	47,702
Zephyr Station Wagon	1,645	11,527	1,609	11,576
Monarch	2,596	17,022	4,234	34,841
Marquis	1,287	8,463	2,002	15,506
Marquis Brougham	913	7,267	1,558	13,318
Grand Marquis	1,289	11,425	2,195	17,017
Marquis Station Wagon	507	4,654	931	8,035
Cougar/XR7	3,643	37,271	9,099	72,577
Capri	5,332	39,652	8,879	56,387
Total	23,249	194,714	41,315	304,868
Lincoln-Mercury Division	28,772	239,306	48,678	381,791
Total Ford Motor Co.	116,598	888,693	171,283	1,284,545
Buick Skyhawk	379	4,888	1,979	11,179
Skylark	13,786	96,661	11,154	48,324
Century	10,511	69,114	1,538	13,624
Regal	15,826	104,560	22,510	148,735
Century Station Wagon	1,512	10,046	2,385	16,138
LaSabre	2,756	16,427	2,334	16,981
LaSabre Limited	3,697	29,666	6,376	50,186
Electra 225	4,594	32,988	5,279	47,818
Buick Station Wagon	776	6,113	1,180	9,867
Riviera	3,384	22,949	4,146	31,970
Total	57,221	393,412	58,881	394,822
Cadillac deVille	7,621	58,068	11,131	95,040
Fleetwood & Chassis	2,006	16,731	2,174	20,600
Eldorado	3,697	27,847	5,004	37,690
Seville	2,196	21,232	2,742	24,859
Total	15,520	123,878	21,051	178,189
Chevrolet Chevette	27,658	222,122	38,782	223,870
Camaro	10,313	72,988	18,505	134,164
Monza	12,547	82,813	11,652	78,687
Monza Station Wagon	5	337	1,187	11,317
Citation	33,009	224,324	31,342	141,581
Sportvan			2,871	19,332
Malibu	15,975	113,685	22,238	146,863
Malibu Station Wagon	5,325	37,293	8,690	57,694
Monte Carlo	12,300	92,049	23,293	153,196
Impala	6,514	53,818	14,368	96,617
Caprice	7,582	73,233	13,696	108,575
Chevrolet Station Wagon	4,029	36,737	7,487	55,038
Corvette	3,059	21,176	3,323	23,150
Total	138,316	1,030,575	197,434	1,250,084
Oldsmobile Starfire	275	4,932	1,839	11,833
Omega	7,746	48,552	4,966	22,535
Cutlass Salon	13,482	97,307	4,079	28,104
Cutlass Supreme/Calais	22,004	145,779	37,789	239,624
Cutlass Station Wagon	2,880	18,838	4,754	27,949
Delta 88	1,687	11,874	2,770	20,544
Delta 88 Royale	9,164	64,589	13,310	99,173
98	5,233	37,521	6,326	52,645
Oldsmobile Station Wagon	1,288	10,952	2,759	18,442
Toronado	2,876	20,817	3,719	29,565
Total	66,635	461,161	82,311	550,414
Pontiac Sunbird	10,578	70,859	8,841	53,548
Sunbird Station Wagon	3	53	224	2,199
Phoenix	8,799	56,106	8,235	38,095
LeMans	3,996	31,261	6,719	48,699
LeMans Station Wagon	2,160	15,107	3,802	22,726
Catalina	1,005	8,081	2,129	15,052
Bonneville	4,084	27,854	6,739	47,222
Bonneville Brougham	2,266	20,039	2,946	21,626
Pontiac Station Wagon	856	7,598	1,710	13,827
Grand Prix	8,676	63,173	15,440	103,479
Firebird	6,900	54,295	12,745	98,546
Total	49,323	354,426	69,530	465,019
Total General Motors	327,015	2,363,452	429,207	2,838,528
(Checker)	155	1,830	380	2,541
Miscellaneous Domestic Total	164	2,011	410	2,751
Domestic Station Wagon Total	38,249	289,935	72,624	513,540
Domestic Grand Total	500,468	3,695,995	694,300	4,780,894
Import Total	215,677	1,471,288	221,297	1,384,378
Grand Total All Registrations	716,145	5,167,283	915,597	6,165,272

Registrations not available for Oklahoma.

TOP CARS

U. S. new-car registrations for the first seven months of 1980. Registrations not available for Oklahoma; July registrations delayed for Illinois.

1980 Pos.		Make		1979 Pos.
1—	1,030,575	Chevrolet	1,250,084—	1
2—	649,387	Ford	902,754—	2
3—	461,161	Oldsmobile	550,414—	3
4—	393,412	Buick	394,822—	5
5—	354,426	Pontiac	465,019—	4
6—	344,707	Toyota	265,276—	7
7—	311,240	Datsun	246,382—	8
8—	203,741	Honda	201,759—	11
9—	194,714	Mercury	304,868—	6
10—	148,752	VW	183,902—	12
11—	140,736	Dodge	228,355—	9
12—	131,088	Plymouth	206,331—	10
13—	123,878	Cadillac	178,189—	13
14—	90,336	AMC	86,033—	15
15—	88,728	Mazda	81,276—	16
16—	79,679	Chrysler	134,351—	14
17—	69,812	Subaru	59,382—	18
18—	44,594	Lincoln	76,923—	17
19—	41,155	Fiesta	46,702—	19
20—	37,344	Arrow	——	
21—	34,378	Colt	39,545—	20
22—	29,178	Mercedes	——	
	——	Fiat	36,941—	21
	——	Volvo	31,084—	22
	162,253	Other Imports	192,129	
	2,011	Misc. Dom.	2,751	
		Total All Makes		
	5,167,283		6,165,272	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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674,498 built in September, up 8 pct. over last year

Auto production gains for month

U. S. auto production in September showed a comeback over last year as the auto makers continued to struggle to make up ground lost due to the recession.

In September, 1980, domestic auto production was 674,498, up 8.29 percent from last year's 622,851.

The increase in production for the month was due to a 33.65 percent improvement at General Motors to 481,554 from last year's September total of 360,299. GM was the only one of the major auto makers to show an improvement.

Ford Motor Co. built 122,196 units during September, down 18.96 percent from the 150,787 assembled in the same month in 1979. Chrysler Corp. assembled 52,918 cars last month, a drop of 27.99 percent from the 73,491 production from the same month a year ago. American Motors built 14,746, down 28.72 percent from the 20,688 assembled in September, 1979.

Volkswagen of America was down for most of September because of the model changeover, resulting in total September production of 2,717 cars, down 84.23 percent from the 17,230 assembled in 1979.

Checker built 367 cars in September, an increase of 3.09 percent over the 356 units built last year for the month.

Last week's auto production of 143,067 was up 5.80 percent from the previous week's 134,765, but still down 13.44 percent fro mthe 165,285 built in the same week in 1979.

All Chrysler assembly plants worked last week and will also operate this week. Overtime is scheduled this week with Newark working nine-hour shifts, Monday through Friday.

GM increased its production to two shifts last week at its Janesville (full-size Chevrolet) plant. The move added 800 workers.

Ford was down last week at Kansas City (Fairmont/Zephyr). San Jose (Mustang/Capri), also down last week, remains down this week. The move has temporarily idled 900 hourly workers.

Saturday overtime was scheduled at GM's Tarrytown and Oklahoma City plants last week.

Huckabay cited

J. L. Huckabay, right, Huckabay Chevrolet, Inc., Dade City, Fla., is handed his 25-year Chevrolet dealer award by R. L. Bresnahan, Jacksonville zone manager.

Manufacturing operations restructured by Chrysler

Continued from Page 3

ing that plant for K-car production this model year and closing it would leave Newark as the sole K-car source unless another of Chrysler's plants was switched to that production.

Closing the Detroit operations would leave Belvidere (Omni/Horizon) and St. Louis (LeBaron / Diplomat / Caravelle) to choose from for a production switch.

Chrysler also has a truck assembly plant in Warren, Mich.

According to a UAW source, the union feels Chrysler will sell off its parts plants to vendors, who would, in turn, sell parts back to Chrysler. He said this could provide a cheaper route for Chrysler, especially if the vendors operate non-union shops.

Chrysler spokesman said the company would not comment on any speculation.

UAW Vice President Marc Stepp said last week Chrysler may sell four Detroit area parts plants to generate cash flow. Following that report, a State Senate committee said it plans hearings in November to attempt to force public debate on any Chrysler decisions that could affect jobs in southeastern Michigan.

UAW officials have already met with Detroit Mayor Coleman Young and Vice President Walter Mondale to discuss the possible Chrysler closings.

VW-Oldsmobile deal closing in Boston area

BOSTON. — Morrissey Volkswagen - Oldsmobile, of Quincy, largest VW dealer on the South Shore below Boston, has announced it will close its doors Sept. 1.

This will be the third dealership in Quincy, a Boston satellite city of 95,000, to close within recent months. And it is the sixth dealership on the South Shore to give up the ghost in the past year.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHEVROLET	11,850	17,798	10,584	34,405	825,284	345,177
DODGE/PLYMOUTH	3,000	3,974	3,187	12,336	282,755	105,788
FORD	16,985	17,641	17,075	51,352	904,227	433,722
GMC	3,781	5,318	3,912	12,593	281,165	123,927
INTERNATIONAL	1,985	2,840	1,963	7,794	107,906	51,257
MACK	425	763	406	1,604	29,431	18,509
JEEP	1,900*	2,500	1,900*	9,605	120,990	60,875*
AMC CORP.	190*	450	190*	498	19,605	6,054*
VOLKSWAGEN	650	....	393	353	....	21,421
MISCELLANEOUS	550*	800	550	2,520	32,850	30,225
Total Trucks, U. S.	41,316	52,064	40,160	133,060	2,531,425	1,196,955

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	1,600	1,298	2,004	7,007	46,765	39,559
FORD MOTOR	4,628	3,758	5,148	19,953	184,801	144,502
GENERAL MOTORS	6,190	4,841	6,531	19,548	230,504	189,889
AMERICAN MOTORS	....	848	....	....	44,506	11,644
INTERNATIONAL	295	380	301	1,723	16,254	13,410
MACK	32	45	31	144	3,011	1,706
Total Trucks, Canada	12,745	11,170	14,015	48,375	255,841	400,710
N. American Trucks	54,061	63,254	54,175	181,435	2,787,266	1,597,665

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output: Cars are down; trucks are up

While the Canadian auto makers continued at a depressed production rate, the truck makers were moving ahead in an attempted comeback as the 1980 model year ended last month.

Auto production in September was 72,956, off 3.09 percent from the 75,211 built in September, 1979, and the lowest for the month since the 68,336 completed in 1970.

Truck output is improving as the makers showed an increase of 5.72 percent to 48,375 built in September, 1980 from the 45,606 assembled last year.

Planned auto output last week was 16,190, down 24.48 percent from the 21,439 completed the previous week and down 6.39 percent from the 17,296 assembled in the year-ago week.

Truck production was scheduled at 12,745 units last week down 9.06 percent from the previous week's 14,015 and up 14.10 percent from the 11,170 completed in the year-ago week.

U. S. CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
AMERICAN MOTORS	3,500*	4,750*	3,500*	14,746*	138,283	135,368*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	18,770	19,067	17,529	52,918	736,176	472,058
Plymouth Total	8,720	7,725	8,785	24,816	297,413	216,311
Horizon	3,500	3,608	3,626	14,423	135,001	125,948
Volare	....	3,717	....	....	152,739	51,740
'80 Gran Fury	120	156	61	....	2,356	13,492
Caravelle	100	244	107	488	7,317	5,065
Reliant	5,000	....	4,991	9,905	....	20,066
Chrysler Total	2,500	3,292	1,799	5,868	153,540	61,593
Chrysler	1,200	726	496	....	69,817	13,212
LeBaron	1,300	2,566	1,303	5,868	83,723	48,381
Dodge Total	7,550	8,050	6,945	22,234	285,223	194,154
Omni	2,600	3,204	2,494	11,393	118,194	106,466
St. Regis	300	225	137	....	22,834	11,161
Diplomat	750	1,470	761	2,844	39,974	23,788
Aspen	....	3,151	....	....	104,221	36,899
Aries	3,900	....	3,553	7,997	....	15,840
FORD MOTOR	28,585	31,904	23,653	122,196	1,710,265	969,325
Ford Division	19,939	21,172	15,800	82,342	1,140,804	697,071
Pinto	....	3,364	....	....	149,876	68,179
Mustang II/Mustang	4,255	7,737	1,384	20,113	310,354	187,706
Fairmont	....	3,267	2,896	11,918	169,326	170,847
Granada	4,370	....	3,964	13,677	120,056	74,915
LTD II	....	....	....	....	22,746	....
Thunderbird	3,197	5,436	....	11,041	224,629	93,870
Ford	2,436	1,368	2,097	7,768	143,817	71,151
Escort	5,681	....	5,459	17,825	....	30,403
L-M Division	8,646	10,732	7,853	39,854	569,461	272,254
Mercury Total	7,718	7,046	6,181	32,895	444,463	237,443
Bobcat	....	700	....	....	39,469	12,445
Capri	1,201	2,998	274	5,851	91,503	55,297
Zephyr	....	613	966	4,269	50,611	55,914
Monarch	....	....	....	....	51,984	16,409
Cougar/XR7	3,107	2,735	1,774	11,494	122,853	46,201
Mercury	1,292	....	1,312	5,491	88,043	41,071
Lynx	2,118	....	1,855	5,790	....	10,106
Lincoln Total	928	3,686	1,672	6,959	124,998	34,811
Lincoln	705	1,850	608	2,958	61,881	14,581
Versailles	....	....	....	....	10,234	1,861
Mark VI	223	1,836	1,064	4,001	52,883	18,369
GENERAL MOTORS	87,579	103,938	86,853	481,554	4,162,074	3,200,831
Buick Division	14,912	16,431	15,315	202,075	610,323	609,979
Skyhawk	....	565	....	....	19,308	....
Skylark/'79-'80	4,147	3,491	3,985	15,999	94,436	172,945
Century	3,921	1,975	3,454	13,839	46,204	132,364
Regal	3,319	4,804	4,306	17,343	210,300	158,313
Buick	2,605	4,200	2,640	11,257	205,921	112,928
Riviera	920	1,395	930	3,637	44,154	33,429
Cadillac Division	4,609	6,904	4,205	17,558	276,765	152,588
Seville	640	1,252	835	3,793	35,384	26,441
Cadillac	2,724	4,629	2,112	8,620	186,812	85,235
Eldorado	1,245	1,023	1,258	5,145	54,569	40,912
Chevrolet Division	37,528	46,941	37,523	155,308	1,859,671	1,386,490
Chevette	9,040	9,167	9,225	37,772	334,831	368,062
Monza	2,780	3,871	2,829	12,574	127,442	132,168
Camaro	2,184	4,646	2,200	10,426	217,292	96,301
Nova/Citation	10,779	7,525	9,974	34,736	233,124	365,859
Malibu	5,810	8,345	6,198	26,605	321,554	208,913
Monte Carlo	3,535	4,613	3,826	17,883	189,226	87,551
Chevrolet	2,400	7,811	2,387	9,951	378,340	92,967
Corvette	1,000	963	884	3,361	38,682	34,669
Oldsmobile Division	16,435	18,691	15,578	52,577	822,445	593,965
Starfire	....	571	....	....	16,903	....
Omega/'79-'80	2,344	1,456	2,313	7,984	39,713	90,946
Cutlass	8,361	10,870	7,689	22,287	426,806	297,125
Oldsmobile	4,890	4,823	4,782	20,348	297,062	177,174
Toronado	840	971	794	1,958	41,961	28,740
Pontiac Division	14,095	15,016	14,232	54,306	592,870	457,789
Acadian†	240	145	198	1,361	14,353	16,527
Sunbird	3,620	2,619	3,683	14,485	82,636	117,348
Phoenix/'79-'80	3,224	2,108	3,178	10,170	64,665	112,365
Firebird	2,016	3,639	1,615	6,088	161,423	62,671
LeMans	2,015	1,865	1,680	6,373	73,737	47,087
Grand Prix	2,045	2,272	2,929	11,609	74,769	55,892
Pontiac	935	2,368	949	3,950	121,287	45,899
VOLKSWAGEN	4,550	5,464	3,147	2,717	132,187	151,244
CHECKER	83*	116	83	367	2,823	2,417
Total Cars, U. S.	143,067	165,285	134,765	674,865	8,126,358	4,931,243

CANADIAN CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	2,400	3,552	2,409	9,706	98,936	58,182
FORD MOTOR	1,808	3,682	7,070	19,995	233,406	198,454
GENERAL MOTORS	11,765	9,890	11,759	42,434	441,756	383,420
VOLVO	217	174	201	821	6,616	7,767
Total Cars, Canada	16,190	17,296	21,439	72,956	780,716	647,823
N. American Cars	....	182,581	....	....	7,644,344	....
N. American Trucks	54,061	63,254	54,175	181,435	3,130,054	1,597,665
North American Cars and Trucks	....	246,109	....	....	10,774,398	....

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Truck production for month down 25 pct. from '79

U. S. truck makers continued to slash production as the 1980 model year ended with the September total hitting the lowest point for that month since 1966.

In September, the industry assembled 132,902 trucks, down 25.01 percent from the 177,235 built in the same 1979 month. In September, 1966, the makers completed 125,521 units.

The September total was not the lowest for the model year. In August, the makers built 83,076 units during the changeover period.

All the truck makers showed a fall in production for the month with American Motors General showing the greatest percentage drop. That company's output, which includes government - destined vehicles, was off 72.39 percent from 1,804 last year to 498.

General Motors dropped 39.53 percent to 46,998 from 77,719 a year ago; Ford Motor Co., 12.57 percent to 51,352 from 58,732; Chrysler Corp., 0.52 percent to 12,336 from 12,400; AMC Jeep, 11.19 percent to 9,605 from 10,815; International Harvester, 19.20 percent to 7,794 from 9,742; miscellaneous, 18.08 to 2,520 from 3,076 and Mack, 45.57 percent to 1,604 from 2,947.

Volkswagen of America built 195 trucks in September but had not begun production of those vehicles a year ago.

Scheduled output last week was 41,316 up 2.88 percent from the 40,160 built the previous week but down 20.67 percent from the 52,084 assembled in the comparable 1979 week.

Chrysler said it will close its Warren truck plant today (Oct. 13) for one week to balance inventories. The move will idle 3,800 hourly workers.

No overtime was scheduled throughout the industry.

10/20/80 C 2700-

Automotive News

Detroit, October 20, 1980

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GM's 1984 'S' car

Jim Plegue

Mechanical mule undergoing tests

This test mule, a Volkswagen Polo with a Chevrolet Chevette-type front end, is believed to be an early mechanical prototype for the General Motors "S" world car, a front-drive mini-subcompact the company will begin building in the U. S. in the '84 model year. Chevy and Buick reportedly will develop three-cylinder engines for the car.

GM plant task force prepares for FWD push

DETROIT. — General Motors Assembly Division has set up a 50-member task force that is planning the new assembly plants which will be built during the next five years as the company converts virtually its entire product line to front-wheel drive.

This new-plant task force, working in suburban Troy, is the largest ever for the auto maker; but, then, its expansions and building projects have never been greater. GM is spending $40 billion worldwide in the 1980-85 period for the changeover to predominantly front-drive, fuel-efficient autos.

Three auto plants are already in the works.

A $500 million GMAD plant in Orion Township, outside Pontiac, will replace assembly operations at the Pontiac home plant and its companion Fisher Body plant in the '83 model year.

Also coming onstream for the '83 model year will be a new $500 million plant in Wentzville, Mo., which will replace the 60-year-old St. Louis plant.

And Detroit has obtained a $60 million federal loan guarantee, helping to firm plans for a $750 million replacement Cadillac facility on the old Dodge Main site in Hamtramck and Detroit. That plant is scheduled to be complete for the '84 model year.

• Meanwhile, GMAD is investigating sites for another plant in the Flint area. It is expected to replace the two Buick home plants and the companion Fisher Body plant.

GM confirmed published reports that it is looking at a site in Vienna Township, Mich., along with other sites "in the Flint area" for a new plant to be completed in time for the 1984 model year.

But Vienna Township is "in the Flint area" only by a wide stretch of the imagination—bet-

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71-day supply highest ever for that date

Oct. 1 new-car stock heavy

By Richard A. Wright
Assistant Managing Editor

It has not been the best clean-up season for the domestic auto industry. In fact, the domestic new-car inventory on Oct. 1 was the highest—in terms of days supply—since AUTOMOTIVE NEWS began recording these figures in the '50s.

The industry opened October with a 71-day supply of cars, up slightly from 70 days a year earlier, which had formerly been the Oct. 1 high mark.

A measure of the sagging sales this year is the fact that the Oct. 1 stockpile totaled 1,373,383, down 21.60 percent from 1,751,694 a year earlier.

The Oct. 1 total was up slightly from 1,336,595 on Sept. 1, which represented a 69-day supply.

• The Big Three makers all built up their stockpiles during September, while American Motors and Volkswagen of America trimmed theirs.

General Motors boosted its unit count slightly during the month, but its days-supply figure held steady at 60 days. There were no Skyhawks or Starfires to be had any more, but other inventories were ample. In a reversal of the pattern of just a few months ago, GM standard lines tended to be leaner than small cars.

Ford Motor Co. had a 95-day supply of new cars Oct. 1, up from 81 days a month earlier. Ford's unit count included 25,000 Escort/Lynx models, which were not yet available for sale.

Chrysler Corp. had a 93-day supply, up slightly from 91 days a month earlier. Virtually all Chrysler lines were in adequate or heavy supplies.

AMC had a 74-day supply Oct. 1, down from 91 days a month earlier. VWoA's stock of U. S.-built Rabbits was also down to 44 days, compared with 45 days on Sept. 1.

The Oct. 1 domestic new-car inventory was divided this way: GM, 55.66 percent; Ford Motor Co., 25.78 percent; Chrysler Corp., 13.89 percent; AMC, 2.93 percent, and VWoA, 1.74 percent.

A month earlier, the new-car inventory was divided as follows: GM, 56.68 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.66 percent; AMC, 3.09 percent, and VWoA, 2.03 percent.

• By size class, all segments remained at virtually the same level compared with a month earlier.

The industry had a 65-day supply of subcompacts, off slightly from 66 days a month earlier, and a 78-day supply of compacts, up from 70 days a month earlier.

Intermediates were in 73-day supply, compared with 72½ days a month earlier. Standards were in 66-day supply, compared with 65 days, while luxury units were unchanged at 58 days.

The Oct. 1 inventory was divided this way among the size classes: Subcompact, 21.95; compact, 28.94; intermediate, 31.50; standard, 12.75, and luxury, 4.86 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.01 percent; compact, 27.83 percent; intermediate, 30.79 percent; standard, 13.60 percent, and luxury, 4.77 percent.

• The Oct. 1 days-supply figures by market class were:

Subcompact—Pinto, 43; Rabbit, 44; Monza, 47; Bobcat, 54½; Sunbird, 57; Chevette, 67; Spirit, 85; Horizon, 91, and Omni, 97.

Compact—Omega, 52½; Volare, 57; Skylark, 57; Concord, 61; Citation, 61½; Aspen, 67; Firebird, 68; Phoenix, 69½; Camaro, 71; Capri, 84; Mustang,

Continued on Page 49, Col. 5

breaking news

Datsun car prices up $339; trucks, $800

CARSON, Calif. — Nissan USA has raised Datsun car prices an average of $339, or 4.8 percent, for 1981. Truck prices climbed an average of $800, or 12.7 percent, because of the recent hike in U. S. Customs duty from 4 to 25 percent. The Datsun 210 standard two-door sedan went up $150 to $4,299, and the 210 Deluxe four-door sedan is $5,389, up $250. The 280-ZX two-seat GL sports coupe is $13,138, up $450.

Toyota readies new sports car

TOKYO.—Toyota Motor Co. is preparing its first new sports car in more than 10 years—a fuel-injected two-seater that is expected to compete mainly against the Datsun 280-ZX. The car will get a modified version of the 2.8-liter DOHC inline six that is used in Celica Supra and Cressida, developing about 160 HP. The new Toyota sportster is designated Type 359B, but sources say it may be called Soala when it arrives in the U. S. late next year. It is also rumored the two-seater may serve as the base for a completely revised Celica range that is due in '82.

See BREAKING NEWS, Page 55, Col. 1

GM to recall workers, hold line on prices until end of year

By Robert W. Irvin
Editor-at-Large

General Motors President E. M. Estes said he hopes the number of GM workers on indefinite layoff can be reduced another 10,000 by early next year and that an additional 30,000 can be recalled by next spring.

GM now has about 110,000 workers on open-ended layoff, down from a peak of 140,000 last summer.

"We should be under 100,000 in January or Febraury," Estes said.

And another 30,000 recalled in the spring?

"Oh, yes," he said. "We're looking for a good year in 1981 and will have a strong spring."

GM has already restored the second shift at several car and truck assembly plants where production was cut during the slump earlier this year.

And GM is planning to recall more workers early next year because it expects its new front-drive subcompact J-car to spark a spring sales surge.

Estes said in an interview last week that he is happy with the new-model sales startup but that it will take another two weeks to learn what kind of 1981-model sales year the industry can expect.

"The last two 10-day periods look strong but it's hard to tell because of different announcement dates," he said. "We need to see October sales in total before knowing how good it is.

"The annual sales rate is starting to come up and is now probably over nine million from 6.2 million at the bottom in May."

The industry's executives are forecasting a 10 million new-car year for the 1981 models, up from 9 million in 1980 but below 1979's 10.8 million.

Estes was also asked what impact he thought the recent price increases were having on 1981-model sales.

"I don't know—I can't tell," he said. "Each time we have an increase, there's some concern. We have tried to minimize the concern with quarterly increases. But this time there was the cost of the emission equipment required for 1981 plus the quarterly increase."

The current prices will apparently remain unchanged, no increase, until the first of the year.

"I don't see any reason why we'd change our normal pattern which is quarterly increases," he said. "We're not announcing this, but I see no reason to change. This is the way we have to meet the guidelines."

He referred to the Administration's wage-price guidelines which allow yearly price increases of 7.3 percent on cars.

In the just-completed 1980 model year period, that's what the increases totaled.

GM and Ford Motor have posted two increases on 1981 models because of these guidelines. The first increase actually was applied against the 1980 model year, bringing the total up to that 7.3 percent level, while the second increase two weeks ago was applied to the 1981 model year.

"The most disturbing thing recently was when interest rates inched back up again," he said. "To some people that was reminiscent of last spring when the prime rate hit 20 percent.

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NEWSPAPER

Estes reviews automotive scene

GM to recall workers, hold prices till yearend

Continued from Page 1

"But we are assured by economists and bankers that the trend is still down and this is a little hiccup in the recovery.

"The problem with interest rates is not as much the amount as the trend. When it looks like they are going up, that is a bad sign; when they are going down, that's a good sign."

He suggested that because of interest charges some dealers were running short of cars. "That is hurting sales," he said. "Stocks are getting relatively thin out there on some models.

"We probably have 50-60 days in total, but in dealers' hands it is probably considerably less than that."

- He believes the upcoming congressional elections stand to have more impact on the auto industry than the Presidential balloting.

Asked what affect the race for President would have on the auto industry, he said, "I don't think it will have much impact. Both candidates seem to be talking about the same sort of incentives for investment which is important."

But isn't Republican Presidential nominee Ronald Reagan more sympathetic to the industry?

"Oh yes, he is," Estes said. "But it's kind of hard to read the President because his attitude the last two months is considerably different from his attitude four months ago.

"If you look at what he said about foreign cars — almost to the extent of selling import cars —you will find he now talks 180 degrees differently."

And the reason?

"November fourth," he said, referring to election day.

"I think how the congressional election comes out is maybe even more important than the Presidential" to the auto industry, he said.

The auto makers hope the new Congress will be more sympathetic to the industry's problems.

Estes didn't find much of anything new in the recently completed International Trade Commission (ITC) hearings in Washington on the Japanese imports, called at the request of Ford Motor Co. and the UAW. Ford and the UAW want restrictions or quotas to stem the tide of Japanese cars while the importers argued that such action would drive up all car prices.

"There was nothing that came out that was really surprising," said Estes. "We all knew what the positions of the various companies were."

- GM was just an observer. It doesn't want controls.

But Estes did challenge some assertions by the imports that the domestic industry's problems were caused by neglecting the small-car market.

"That's not true," he said. "Some other things they mentioned were factors, like the burden of government regulation and low-priced fuel. Our basic problem has been low-priced gas over the last 20 years or so.

"After all, we build the cars the customers want. We build 1.5 million cars yearly in Europe and none of them are big cars. And in this country until January, 1979, we had trouble selling small cars and building enough big cars. The imports were having trouble then unloading their stocks."

He called it "self serving" for importers to claim they were right all along with small cars for the American market.

He also labeled "ridiculous" claims by importers at the hearing that restrictions on imports would drive up prices by $800.

He said he didn't have any predictions on how the case will turn out. He noted that any recommendation by the ITC to the President isn't binding.

But he suggested that if the ITC did suggest some sort of quota system that then the Japanese might be ready to negotiate some sort of Orderly Marketing Agreement (OMA) to voluntarily restrict their imports.

"If the ITC comes out in favor of the Ford/UAW position, I would expect that would put a little more pressure on the Japanese to negotiate, and I think the President probably feels the same way," Estes said.

"If the recommendation of the ITC is that some sort of restriction be put on, that would be the kind of pressure that Japan is now getting in Europe, and undoubtedly some sort of arrangement would come from that."

Estes ventured the opinion that despite all the talk about Toyota plants in America, he doesn't look for any other Japanese car plants beyond the one announced by Honda, to be built in Ohio.

"Beyond possibly that plant of Honda, I would guess there will be no further production of Japanese-based cars in the U. S.," he said.

Why?

"They're doing too well exactly the way they are doing it now, exporting their production from Japan, to gamble that they might have problems in the U. S.," Estes replied.

He did admit a Nissan plant to build Datsun trucks "could develop" but said he was surprised by the possibility of a Toyota-Ford joint auto assembly plant operation in America.

"I don't know what's going on there but the possibility of a Toyota-Ford arrangement is a surprise to me," he said.

- He also expressed what seemed like bitterness about the recent purchase by Renault of nearly a half interest in American Motors.

"Renault was highly opposed to our building an assembly plant in France and helped keep us out," he said. "And yet, they can walk right in here and buy half of AMC without a ripple.

"I guess that's the good old U. S. free-trade working one way again.

"It has to be a little disconcerting. We are going to do our job but you have to be a little concerned when a 100 percent (French) government - owned company like Renault moves into the U. S. and buys a dealer organization, if you want to call it that."

And Chrysler?

"I think they're going to make it," he said.

As an independent company?

"I guess that depends on what happens to the rest of the domestic industry," he said. "Based on the current situation they've got a good chance. They've done a good job with their products and that's the first thing you've got to do. Next you have to build a dealer organization back up."

Sure, he admitted, "the trend is to mergers around the world." But, he added, that GM has no merger partner.

"We don't have plans to get involved in anything like that in the future beyond what we are doing with Isuzu," he said, referring to the Japanese firm in which GM has about a one-third interest.

As for the sales prospects for the domestic industry, he said a lot will depend on how the public responds to the new Chrysler K-car and the Ford Escort model. "They've both done a good job," he said.

"What we need is a total industry out there selling cars," he said. "Those cars are going to help Chrysler and Ford but they're going to help us, too. We need people out there looking at competitive products as well as ours."

A DRIVING FORCE AT CECO FOR 35 YEARS...
Happy Anniversary, Tom!

It's a birthday car(d)

Thomas B. Adams, chairman of Campbell-Ewald Co., Warren, Mich., advertising agency for Chevrolet since 1922, celebrated his 35th anniversary with the company recently. He was surprised with this imposing card — a 1946 Chevrolet (the first post-War Chevrolet) inscribed with the signatures of his co-workers.

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

Continued from Page 2

and in national editions of Time, Newsweek, U. S. News and World Report, Sports Illustrated, People and Reader's Digest. This advertising copy is to be pre-tested to assure its effectiveness.

In addition, dealers must display posters explaining Ford's adjustment programs and the availability of service bulletins, and future owner's manuals will also have similar announcements.

- The novel feature of making technical service bulletins available — written in simple language—applies to all engine and transmission problems in which repairs normally cost $125 or more.

The Ford agreement covers the next eight years. FTC staff attorneys clearly hope owners will like it and other companies will adopt similar programs to keep competitive.

Throughout the lengthy litigation, Ford contended it was being treated unfairly and that a fairer way to proceed would be to have FTC make an industry-wide rule applying equally to all companies fixing out-of-warranty problems free or partly subsidized.

No ban on "secret" warranties emerged—just a requirement of public notice via advertising or dealer posters or owners' manuals when the company offers such fixes.

The immediate program affects owners whose cars are under three years old or those having fewer than 36,000 miles. Ford has already informed many owners and made many adjustments.

FTC Commissioner Robert Pitofsky, who originally withheld his vote, has agreed to the settlement. Pitofsky pointed out that consumers will in the future have much more data available for the asking—on future repair probelms.

But he remained skeptical that consumers will seek out the information and suggested that in the future direct notification "will probably be essential" if auto firms are to "discharge their responsibility to make known the existence of serious defects in the products they sell."

Meanwhile, he added, the Ford settlement "might be of some value" and the FTC "should learn something about automobile defect problems in implementing and studying this order."

Chrysler and DDA get defense contracts

WASHINGTON. — Chrysler Defense has been awarded an $11,705,400 firm fixed-price contract for 35 M60A3 tanks with tank thermal sights. Work will be done in Warren, Mich.; Eynon, Pa., and East Chicago, Ind.

Detroit Allison Division of General Motors also has been awarded a $8,925,374 fixed price redetermination contract for 189 XTG-411-2A transmissions for M109/M110 self-propelled howitzer and M578 light recovery vehicle and 36 XTG-411-2A center sections.

71-day supply of U.S. new-cars highest for Oct. 1

Continued from Page 1

89; Eagle, 93; Zephyr, 95, and Fairmont, 118.

Intermediate—Cutlass, 44; Supreme, 48; Regal, 57; Century, 59½; Grand Prix, 67; Monte Carlo, 71; LeMans, 77; Malibu, 79½; Thunderbird, 83; Cougar XR-7, 87; Granada, 100; LeBaron, 106; Diplomat, 122; Cordoba, 142; Mirada, 150, and Cougar/Monarch, 156.

Standard—Olds 88, 46; Olds 98, 50; LeSabre, 50; Electra, 55; Pontiac, 60; Chrysler, 68; St. Regis, 69½; Mercury, 75; Chevrolet, 76, Gran Fury, 77, and Ford 111.

Luxury—Toronado, 43; Cadillac, 46; Riviera, 48; Eldorado, 49; Corvette, 57; Seville, 78½; Lincoln, 91, and Mark VI, 91.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Oct. 1, 1980	Sept. 1, 1980	Oct. 1, 1979
Spirit	85	91	83½
Concord	61	85	62
Eagle	93	106	38
AMERICAN MTRS.	74	91	74½
Horizon	91	72	225
Volare	57	87	42
Gran Fury	77	33	—
Plymouth	78	76	70
LeBaron	106	112	48
Cordoba	142	142	57
Chrysler	68	93	54
Chrysler	111	119	53
Omni	97	72	193
Aspen	67	96	44
Diplomat	122	145	60
Mirada	150	154	62½
St. Regis	69½	50	56
Dodge	97	92	66
CHRYSLER CORP.	93	91	62
Pinto	43	85	66
Mustang	89	74	86½
Fairmont	117	94	86
Granada	100	70	99½
Thunderbird	83	81	87
Ford	111	52	117
Ford	94	81	90
Bobcat	54½	91	73
Capri	84	93	86½
Zephyr	95	109	109½
Cougar/Monarch	156	85	110
Cougar XR-7	87	77	76
Mercury	75	56	67
Mercury	94½	83	84
Versailles	—	76	70
Lincoln	91	51	122
Mark VI	91	60	118
Lincoln	91	56	113½
FORD MOTOR CO.	73	81	90
Skylark	57	44	6
Century	59½	60	57
Regal	57	57	41
LeSabre	50	62½	88
Electra	55	62	87
Riviera	48	47	41
Buick	55	55	46
Seville	78½	88	76½
Cadillac	46	46	65
Eldorado	49	46	71
Cadillac	52	52	65
Chevette	67	74	55
Monza	47	50	58
Citation	61½	47	21
Camaro	71	61½	85
Malibu	79½	77	86½
Monte Carlo	71	68	83
Chevrolet	76	84	116
Corvette	57	61	46
Chevrolet	67½	66	72
Omega	52½	42	18
Cutlass	44	61	65
Supreme	48	47	45
Olds 88	46	43	47
Olds 98	50	54	70½
Toronado	43	48	55
Oldsmobile	47	50	49
Sunbird	57	49½	51
Phoenix	69½	52	19
Firebird	68	69	95
LeMans	77	96½	88
Grand Prix	67	80	81
Pontiac	60	61½	80
Pontiac	65	64½	73
GENERAL MTRS.	60	60	63
VOLKSWAGEN	44	45	52
TOTAL	71	69	70

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Ford Motor Co., in an agreement with the Federal Trade Commission, said in the future it will tell consumers of any post-warranty free repair programs and will inform them about major engine and transmission repair programs.

This is in final settlement of charges brought in January, 1978, against the company for its "secret" warranty practices. The charges started with alleged piston scuffing in some 2.7 million cars (1974-77 cars with 2.3-liter engines and 1975-77 cars with 200-CID and 250-CID engines).

They were later expanded to include charges of premature camshaft rocker arm wear in potentially 1.8 million vehicles (1974-77 cars and those '78 models made before January, 1978, with 2.3-liter engines), and possible engine block cracking in some 400- and 351-CID engines in '74 models.

For several years before the charges were filed, the Center for Auto Safety had repeatedly asked the FTC to act again "unfair" and "secret" auto warranties.

This was the first major "secret" warranty case brought by the FTC Cleveland office which also settled with Chrysler over rust on 200,000 Aspens and Volares and is now getting ready for trial against General Motors over 200-type transmissions.

Although the Center for Auto Safety and several state attorneys general do not think the agreement goes far enough because it does not require direct-mail notification to owners of the allegedly defective cars, the settlement is nonetheless one of considerable proportions in setting a precedent for the future.

- Although innovative and important because the program is national, the agreement does not provide the level of protection offered, for example, to car buyers in Massachusetts.

That state's law requires "prompt written notice of any defect" to both dealers and owners of the affected vehicles. This applies regardless of when the defect is discovered, and all consumers' rights under the implied warranties of merchantibiilty and fitness for its intended use are retained.

Maine also retains consumers' rights under common law. It earlier had asked the FTC to force Ford to fix the vehicles regardless of the 3-year/36,000-mile limit set by Ford.

The Center for Auto Safety had also asked FTC to require Ford to provide technical service bulletins whenever failure rates exceed 5 percent of production, to extend limits beyond 3/36, to require direct notice to all owners, to monitor use of the toll-free telephone number and to see that requests for information and for parts be handled expeditiously.

Ford will have to establish a toll-free number to tell owners the company guarantees to repair free of charge problems that arise after the warranty has expired. Upon request, Ford agreed to mail copies of any of its adjustment programs free. It will also make technical service bulletins available through dealers for a charge.

Letters explaining the programs and the data availability will be sent to owners of 1979-80-model Ford and Lincoln-Mercury cars.

Ford must also explain its new programs in the Ford Times (which goes to Ford owners)

Continued on Page 49, Col. 1

GM offers dealers aid on floor-plan interest

With interest rates rising, General Motors has initiated a new floor-plan assistance program for its dealers.

The plan provides up to 104 extra days of protection with an interest cap of 10.75 percent. The prime rate currently is about 14 percent.

The program isn't free. A charge will be added to all cars invoiced beginning Nov. 10. The fee varies with car line and ranges from $24 on Chevrolet Monza and Pontiac Sunbird and $25 on Chevette to $89 on the Cadillac Seville.

On all car lines except Buick and Oldsmobile C-bodies, Cadillac and Corvette, it is between $24 and $40.

The program is obviously designed to increase dealer purchases of vehicles in anticipation of a sales upturn.

The plan will continue for all eligible vehicles produced as 1980 or 1981 models. Presumably '80s were included because the '80 Sunbird and Monza will continue in production until the end of the calendar year.

There are two options—A and B. Option B is for dealers who don't wish to participate. They will receive credit to their open account for the charge per vehicle invoiced from the 21st of the previous month to the 20th of the current month and will not receive the "protected" wholesale financing rate.

Dealers with a small inventory and a quick turnover may choose this option because they might not find Option A advantageous.

Option A probably will be chosen by most dealers. The program was explained to dealers last week in letters from divisional general sales managers.

- Option A gives dealers 120 or 124 days of floor-plan protection—the 104 days plus the interest-free billing period of 16 or 20 days. It's 16 days for dealers who choose to receive their holdback funds quarterly, 20 days for those who elect to receive those funds annually.

Under OptionA, dealers will be "protected" for interest charges when the prevailing prime interest rate exceeds 10 percent.

"Therefore," the letters said,

Continued on Page 54, Col. 3

Jefferson stays, Chrysler says

DETROIT. — Chrysler Corp. last week emphatically denied that there were any plans to close the Detroit Jefferson assembly plant, which builds the K-cars.

The report, quoting a UAW source, appeared in Automotive News Oct. 13. The article mentioned possible closing of all Chrysler plants in the Detroit area. Chrysler was queried before publication but said it would not comment on any speculation.

Chrysler said last week that Jefferson "will continue as a key plant in the corporation's future plans." The plant, "which has been modernized at a cost of $100 million, is essential to the corporation's conversion to front-wheel drive and will remain so," Chrysler said.

Henry Ford II weds Kathleen DuRoss

CARSON CITY, Nev.—Henry Ford II and Kathleen DuRoss, his longtime companion, were married here last week.

It was the third marriage for Ford, 63, who has been divorced twice, and the second marriage for Mrs. DuRoss, 40, a widow. Ford retired last March as chairman of Ford Motor Co.

Sharing a gold record

GM President Elliott M. Estes, left, and F. James MacDonald, right, executive vice president and president-elect, receive a gold record from Beverly A. Curtis, representing assembly workers at Buick's Flint Factory 40. The record symbolized the plant's having the fastest and most efficient new-model startup in Buick history, and the best of any GM car division for 1981 models.

Chrysler hikes prices, reveals its game plan

By Edward Lapham
Financial Editor

Chrysler Corp. last week unfolded its '81 pricing game plan with an average retail increase of $295 or 3.9 percent.

The price hike, which did not include a Volare/Aspen to K-car comparison, was lower than the tentative $23 or 6.8 percent hike announced to dealers earlier. It also was less than the two-stage increases of Ford and General Motors, which earlier hiked their '81 prices a total of $479 and $414, respectively.

The lower retail price increases were accomplished by further eroding dealer discounts on a number of models and eliminating K-car and Volare/Aspen comparisons from the figuring.

At a press conference called to announce the '81 prices, Gar Laux, Chrysler executive vice president for sales and marketing, said the pricing structure was designed to eliminate "any confusion when the customer goes into the dealership."

He said, "The customer can quickly see and understand the differences between each of the segments by size, by fuel economy and by price."

As expected, Chrysler kept its Champ/Colt models under $5,000 at $4,988, the Omni/Horizon "Miser" models at $5,299 and the low-line-car models, Reliant/Aries coupes, at $5,880.

Chrysler, by means of comparison charts at the almost unprecedented pricing press conference, tried to establish immediately that it had raised prices less than either GM or Ford and had price leaders in key small-car segments.

Another part of the Chrysler '81 pricing game plan was to openly confront and try to debunk talk about price resistance, which many analysts have said could slow the expected auto sales comeback.

Laux said that in 1950 the average family had to work about 8.5 months to buy a car compared with six months in 1960 and three months in 1980, when there are more two-income families.

Product improvements including better fuel economy, corrosion protection, quality and reliability make for more product value, he said.

- Laux and Finance Executive Vice President Gerald Greenwald, who also sat on the dais at the press conference, were reluctant to discuss dealer discount rates on cars or options, but did admit that retail price increases would have been higher had the discount rates not been changed.

Automotive News learned that the least expensive North American-built cars, the Omni/Horizon Miser models, have a 12 percent dealer discount. All other Omni/Horizon and Plymouth TC3 and Dodge O24 models have a 15 percent dealer dis-

Continued on Page 51, Col. 1

First 10-day gain since mid-February

Oct. 1-10 car sales up 14 pct.

By Jenny L. King
Staff Writer

For the first reporting period since mid-February, domestic auto makers compiled a sales total greater than the comparable year-ago figure. All five major makers were up Oct. 1-10, their sales reaching 225,202, which was 13.94 percent above 197,641 last year.

Last February sales were a slight 1.02 percent ahead of a year earlier. The only other increase thus far is 1980 was the 11.73-percent gain reported the final period in January.

The record for Oct. 1-10 is 298,105, posted in 1968.

Ford Motor Co. and Chrysler Corp., whose year-to-date new-car sales through September were down 34.68 percent and 38.15 percent respectively, boasted sales records for their new front-wheel-drive models during early October.

Ford said Ford Division's introduction-day sales were highest for any new car in its history. Chrysler Corp. sold more new K-cars Oct. 2 (introduction day) than any new model in the company's history.

Sales of Ford's new Escort totaled 8,776 for Oct. 1-10; its counterpart at Mercury, the Lynx, retailed 2,244. K-car sales of 10,217 included 5,610 Plymouth Reliants and 4,607 Dodge Aries.

Although its '81 models weren't as spectacular as the competition's, General Motors posted a 14.52-percent sales increase for early October, to 127,573 from 111,399 last year. Ford sales rose 8.65 percent, to 61,029 from 56,172. Chrysler reported sales of 27,860 new cars, up 21.04 percent from 23,017.

Volkswagen of America Rabbit sales were 2,740, up 7.32 percent over 2,553 last year, and estimated sales of American Motors passenger cars was 6,000 units, up 33.33 percent from 4,500 a year ago.

GM's share of the market

Continued on Page 51, Col. 1

DOMESTIC SALES

	Oct. 1-10, 1980	Oct. 1-10, 1979
AMERICAN MOTORS	6,000†	4,500†
Chrysler	4,613	7,295
Plymouth	12,189	6,985
Dodge	11,058	8,737
CHRYSLER CORP.	27,860	23,017
Ford	44,034	39,113
Mercury	13,820	13,071
Lincoln	3,175	3,988
FORD MOTOR	61,029	56,172
Buick	27,380	17,915
Cadillac	7,364	7,840
Chevrolet	43,397	46,420
Oldsmobile	31,312	22,225
Pontiac	18,120	16,999
GENERAL MOTORS	127,573	111,399
VOLKSWAGEN	2,740	2,553
INDUSTRY TOTAL	225,202	197,641

†—Estimate.

Boost averages $295, or 3.9 percent

Chrysler hikes prices, reveals its game plan

Continued from Page 2

count compared with a 13 percent discount on '80 models.

The K-cars, with the exception of the low-line coupes which have a 12 percent discount, carry a higher discount than the predecessor Volare/Aspen models. For '81 the K-cars have a 15 percent discount rate compared with a 14.5 percent discount on the '80 models.

The discount on the low-line LeBaron Special Sedan and Diplomat Sport Coupe was reduced to 13 percent from 15 percent. On all other LeBaron/Diplomat models the discount was reduced to 18 percent from 18.5 percent.

On the full-size models, the discount was dropped from 21.5 percent to 18 percent. Dealer discount on the new Imperial was set at 19 percent.

The dealer discount on all optional equipment was set at 18 percent which allowed Greenwald to claim that, on average, retail option prices were not increased from the final '80 prices.

The retail price changes ranged from a $308 (2.8 percent) decrease on the Chrysler New Yorker four-door sedan, to $10,643 from $10,951, all the way up to a $690 (9.8 percent) increase on the Dodge Mirada coupe, which was boosted to $7,700 from $7,010.

Chrysler maintained its identical division-to-division pricing on the Mitsubishi-built Colt/Champ models as well as the Omni/Horizon, O24/TC3 and Aries/Reliant models.

Destination charges were raised an average of $10 per car.

The K-car prices ranged from the $5,880 low-line price up to $7,254 for the Aries SE and Reliant SE station wagons.

As expected, the new Imperial was the most expensive car on the list, with a sticker of $18,311.

Although Laux told reporters Chrysler was ending confusion by comparing "apples with apples," the model-to-model comparisons made with competing makes were perhaps not the most objective.

For example, Chrysler's new pricing strategy puts the Colt/Champ models in the same segment as the Escort three-door. Some observers noted a mileage and price comparison with the Fiesta might have been more suitable. Chrysler also compared its four-door Omni/Horizon Miser models with the Escort four-door wagon, which gave the Chrysler cars a price and mileage advantage.

Greenwald said Chrysler would raise prices again during the model year. This tactic has become a regular procedure for all auto makers in recent years. He said Chrysler did not expect to hike prices as quickly as GM and Ford, which raised stickers a few days after '81 introduction.

Chrysler said the average price of its average-equipped car for '81 is about $8,600 compared with $9,450 for GM.

The Chrysler officials made it clear they intend to advertise and promote their models as, segment - by - segment, less expensive but more fuel efficient than the competition.

Greenwald acknowledged that Chrysler had originally intended to raise prices more, but had changed its mind, although he said the federal loan guarantee board, which is charged with oversight of the auto maker's operations, had "virtually no" say in the pricing decisions.

In fact, Chrysler's pricing strategy seems to be in line with what GM and Ford did earlier and fell under "the GM umbrella" which industry officials claim is the biggest factor in establishing retail prices.

Like GM and Ford, Chrysler improved its warranty slightly for '81, the normal 12-month/12,000 mile warranty is being supplemented with a 24-month/24,000 mile powertrain limited warranty which has a $100 deductible during the second 12,000 miles or 12 months of the warranty.

Oct. 1-10 sales up 14 percent to 225,202 units

Continued from Page 2

dipped below the 60-percent mark for the first time since early July; it was 56.65 percent, compared with 56.36 percent a year ago. Ford Motor Co. earned 27.10 percent, down from 28.42 percent. Chrysler sales accounted for 12.37 percent, up from 11.65 percent. AMC's estimated share was 2.66 percent, up from 2.28 percent, and VWoA earned 1.22 percent, down slightly from 1.29 percent.

Plymouth walked away with honors as the make with the greatest sales increase for Oct. 1-10. Its sales were up 74.50 percent over last year on the strength of its new front-wheel-drive compact, Reliant, and increased Horizon sales. Buick sales jumped 52.83 percent. Oldsmobile was up 40.89 percent and Dodge was up 26.57 percent. More modest gains were reported by Ford, up 12.58 percent, Pontiac, up 6.59 percent, and Mercury, up 5.73 percent.

Chrysler sales declined 36.76 percent. Lincoln was down 20.39 percent, Chevrolet dropped 6.51 percent and Cadillac was down 6.07 percent.

Chevrolet Chevette was top-selling nameplate in early October, at 10,340, followed by Oldsmobile Cutlass Supreme at 9,884, Ford Fairmont at 9,303, Ford Escort at 8,776 and Oldsmobile Cutlass, 8,544.

A year ago, the top five were: Cutlass Supreme, Fairmont, Chevrolet Citation, Chevette and Ford Mustang.

With nine selling days in the period, the daily selling rate was 25,022, up 13.94 percent from the 21,960 average for nine days a year ago.

Year-to-date sales totaled 5,138,937, down 22.58 percent from 6,637,818 in 1979.

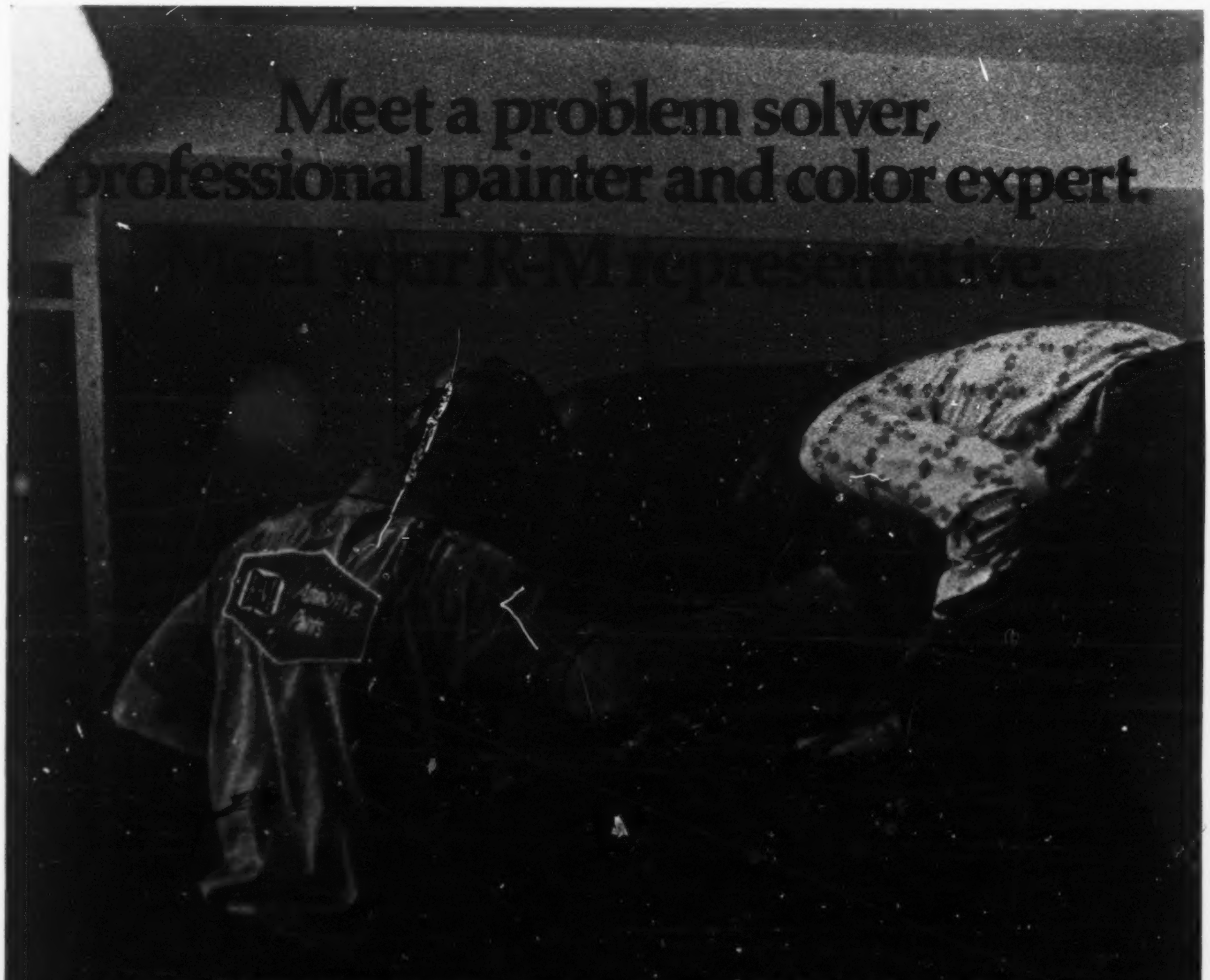
Electricar signs Fiat as supplier

ATHOL, Mass.—U. S. Electricar Corp. based here has signed a 10-year agreement with Fiat Motors of North America to purchase Fiat autos for the Lectric Leopard.

Fiat becomes U. S. Electricar's key supplier of basic vehicles for the four - passenger electric car. Contract value was not disclosed.

The Lectric Leopard is said to have a top speed in excess of 50 MPH and a range of more than 70 miles between overnight charges.

Fiat has made its first shipment, U. S. Electricar said.



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factories list auction dates

American Motors

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.,

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Ford Motor Co.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Used car sales

Auction averages

October to date	$3,687
Month ago	$3,458
Year ago	$3,330

Model breakdown

Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,525	$6,350	$6,516
1979	4,959	4,787	5,022
1978	3,829	3,841	3,806
1977	3,086	3,240	3,258
1976	2,244	2,362	2,445
1975	1,759	1,741	1,808
1974	1,352	1,350	1,310
1973	1,115	1,167	963
Overall Average	$3,687	$3,545	$3,649

Roseblade promoted by Quaker State

OIL CITY, Pa. — William T. Roseblade III has been promoted to manager of sales coordination and training for Quaker State Oil Refining Corp.

Roseblade became associated with Quaker State in 1975 as a representative for the San Jose (Calif.) branch of the firm's Pacific Coast region's Northern California Division. He was named assistant manager of sales coordination and training in 1979 and transferred to Quaker State's home offices here.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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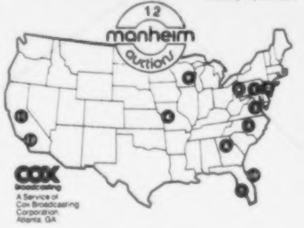

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Shop business is 93.2 percent of year-ago total

Service Index declines in August

By Francis J. Gawronski
Service Editor

When the AUTOMOTIVE NEWS Service Index scored its third and biggest increase of the year in July — after two consecutive months of declines—dealers and others in the service industry expressed hopes that it was the beginning of the long-awaited rise in dealer shop business.

Both the rally and hopes, however, were short lived as dealers' service and parts business declined for the fifth time this year in August to 93.2 percent of the volume for the same month a year ago.

Almost everyone contacted blamed the downturn in the nation's economy for the dismal showing in shop business not only in August but also in the last 10 months.

A "roller coaster" shop volume—with fewer ups and more downs — is being predicted for the months ahead by many dealers.

The number of repair orders written during August supports the dealers' contention about the economy being the culprit for the decline in shop volume. ROs were down 12.6 percent from a year ago to register the biggest decline among the five categories used in the Service Index.

Total labor sales (both customer-paid and warranty) were down 7.9 percent, while shop parts sales (those used in customer-paid and warranty repairs) were off 5.7 percent from the year-ago figure.

Gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint — was down 5 percent in August, while sales of all parts and accessories declined 4 percent.

Figures used in the Service Index are averages compiled from a cross-section of the nation's new-car dealerships.

For the first eight months of the year, dealers' shop business amounted to 96.2 percent of the volume for the corresponding period a year ago.

All indicators except gross profits showed declines from a year ago. Gross profit just manager to keep above water with an increase of 0.4 percent over grosses for the same month a year ago.

ROs were down 11.1 percent, while sales of parts and accessories dipped 2.5 percent. Shop parts sales declined 1.6 percent, followed by labor sales, which were off 0.3 percent.

SERVICE INDEX
93.2*

	Aug., '80 vs. Aug., '79	8 mos., '80 vs. 8 mos., '79
Gross Profit on All Labor and P&A Sales	− 5.0%	+ 0.4%
Repair Orders Written	−12.6%	−11.1%
Total Labor Sales (Customer & Warranty)	− 7.9%	− 0.3%
Shop Parts Sales (Customer & Warranty)	− 5.7%	− 1.6%
Sales of All P&A	− 4.0%	− 2.5%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1980, was 93.2 percent of business in Aug., 1979. Service business in the eight months of 1980 was 96.2 percent of business in the corresponding period in 1979.

GM offers aid to dealers in meeting floor-plan costs

Continued from Page 2

"based upon the prevailing prime interest rate formula used for the wholesale financing interest credit, GM will reimburse participating dealers for floorplan expenses equal to the amount that the prevailing wholesale financing interest rate exceeds 10.75 percent."

The reimbursement will be made to the dealer's open account.

The 120 or 124-day interest protection at a prime rate equivalent of 10 percent will continue to be available on all 1981 models invoiced. However, the invoice charge per vehicle will be reviewed every 90 days.

GM said the charge will be changed only if there is a "substantial change" in the prime rate, up or down from current levels. Also, GM said, the 10.75 percent cap could be lowered if interest rates decline substantially.

The added protection of 104 days cannot exceed the vehicle's financing term, that is, if the vehicle is sold or the wholesale financing is paid off early.

Eligible vehicles are '81 models invoiced on and after Nov. 10 except medium and heavy-duty trucks eligible for the current 120-day interest-free period and salaried employe purchases. As noted, the 1980 Monza and Sunbird also are eligible, as are Series 10/11 LUV trucks.

The charges to dealers on Chevrolet trucks range from $36 to $70.

The dealer's original election of Option A or Option B will remain effective for all 1980-1981 models invoiced on and after Nov. 10 and cannot be changed.

GM said the program was developed with the "recommendations and help of a dealer group including the chairman of the national dealer council of each division, other dealers selected by each division and dealer representatives of NADA."

The program has the "enthusiastic endorsement" of these dealers, GM said.

Ford Motor Co. also has a floor-plan program in effect (AUTOMOTIVE NEWS, Oct. 6 and 13.)

Frosch appointed

NEW YORK.—Dr. Robert A. Frosch, NASA administrator, has been appointed president of the American Assn. of Engineering Societies, a federation of 39 professional engineering organizations representing nearly one million engineers.

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Milestone is 14 weeks behind 1979 pace

Year's car output reaches 5 million

U. S. auto production hit the 5-million mark last week, 14 weeks behind the 1979 pace.

So far this year, auto makers have produced 5,077,673 cars, down 27.93 percent from the 7,045,128 cars built by this time last year.

Planned production for last week was 149,339 units, down 18.47 percent from the 183,173 built in the same week in 1979, but up 8.49 percent from the 140,158 for the previous week.

Chrysler Corp. scheduled 21,450 units last week, up 6 percent from the comparable week in 1979 when 20,163 cars were assembled. Chrysler production for last week was also up 14.98 percent from the 18,655 units built in the previous week.

General Motors planned to build 85,684 cars last week, down 20 percent from the 107,108 cars built in the same week last year, but still up 0.92 percent from the previous week's production of 84,890.

Ford Motor Co. was scheduled to assemble 34,085 cars last week, off 26.71 percent from the 46,509 built in the same week in 1979, but up 14.98 percent fro mthe 29,642 for the previous week.

GM will add a second shift to its Leeds plant today (Oct. 20). The move will add 2,000 hourly workers to the facility which builds the Monte Carlo and Malibu.

Ford was scheduled to reopen its San Jose (Mustang/Capri) plant today. The plant has been down since Oct. 6.

Ford will suspend passenger car operations at its Lorain, (O.) facility beginning today for one week to balance inventories. The move temporarily idles 3,700 hourly workers.

Saturday overtime was scheduled at four plants: GM Detroit Cadillac and Tarrytown, and Chrysler Jefferson and Newark. Also, Chrysler's Newark plant has scheduled nine-hour shifts Monday through Friday this week.

The production breakdown for the year through Oct. 18, was: GM, 64.67 percent; Ford, 19.78 percent; Chrysler, 9.72 percent; Volkswagen of America, 3.05 percent; American Motors, 2.73 percent, and Checker, 0.05 percent.

U. S. CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
AMERICAN MOTORS	3,480*	4,750*	3,500*	9,080*	143,033	138,848*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	21,450	20,163	18,655	145,279	756,293	493,393
Plymouth Total	10,150	8,181	8,997	24,418	305,568	226,738
Horizon	3,550	3,717	3,752	9,478	138,649	129,750
Volare	....	3,830	....	....	156,736	51,740
'80 Gran Fury	100	393	109	245	2,612	13,581
Caravelle	100	241	116	280	7,571	5,181
Reliant	6,400	....	5,020	14,415	....	26,486
Chrysler Total	2,500	3,348	2,550	6,130	157,152	64,143
Chrysler	1,200	804	1,243	2,740	70,873	14,446
LeBaron	1,300	2,544	1,307	3,389	86,279	49,688
Dodge Total	8,800	8,634	7,108	20,076	293,573	202,512
Omni	2,550	3,174	2,368	6,414	121,358	108,784
St. Regis	300	399	288	670	23,199	11,449
Diplomat	750	1,472	697	1,903	41,444	24,485
Aspen	....	3,589	....	....	107,572	36,899
Aries	5,200	....	3,755	9,169	....	20,895
FORD MOTOR	34,085	46,509	29,642	77,919	1,756,925	1,004,467
Ford Division	23,875	30,793	20,163	53,519	1,172,051	721,170
Pinto	....	3,237	....	....	153,402	68,179
Mustang II/Mustang	4,398	6,993	4,588	9,816	317,395	192,437
Fairmont	2,994	6,744	....	3,167	176,336	173,841
Granada	4,825	3,055	4,488	11,691	122,983	79,858
LTD II	....	....	....	....	22,746	....
Thunderbird	3,321	5,628	3,142	6,463	230,271	97,136
Ford	2,436	5,136	2,436	6,130	148,918	73,587
Escort	5,901	....	5,509	13,685	....	36,132
L-M Division	10,210	15,716	9,479	24,401	584,874	283,297
Mercury Total	8,547	11,949	7,535	19,791	455,945	245,807
Bobcat	....	799	....	....	40,151	12,445
Capri	1,058	2,707	916	3,054	94,074	56,070
Zephyr	851	1,568	....	1,431	51,905	56,765
Monarch	....	1,532	....	....	53,620	16,409
Cougar/XR7	3,147	2,781	3,038	7,249	125,592	49,279
Mercury	1,290	2,562	1,312	3,389	90,603	42,381
Lynx	2,201	....	2,269	5,583	....	12,458
Lincoln Total	1,663	3,767	1,944	4,610	128,929	37,490
Lincoln	605	1,652	707	1,677	63,744	15,188
Versailles	....	213	....	....	10,471	1,861
Mark VI	1,058	1,902	1,237	2,933	54,714	31,441
GENERAL MOTORS	85,684	107,108	84,890	219,875	4,248,128	3,283,826
Buick Division	14,907	17,419	14,884	38,970	627,725	624,858
Skyhawk	....	729	....	....	19,779	....
Skylark/'79-'80	4,085	3,371	4,023	10,489	87,973	176,906
Century	3,262	2,385	3,812	9,146	48,363	135,517
Regal	3,568	4,995	3,474	9,626	215,497	162,036
Buick	3,052	4,323	2,648	7,284	210,191	116,023
Riviera	940	1,616	927	2,425	45,922	34,376
Cadillac Division	4,594	7,244	4,726	11,843	284,227	157,299
Seville	615	1,483	734	1,850	36,947	27,150
Cadillac	2,724	4,597	2,776	6,767	191,441	88,011
Eldorado	1,255	1,164	1,216	3,226	55,839	42,138
Chevrolet Division	36,710	47,194	36,924	96,147	1,887,042	1,422,596
Chevette	9,000	8,753	9,073	23,608	344,118	377,095
Monza	2,780	3,815	2,855	7,332	130,653	135,023
Camaro	2,230	4,701	2,130	5,680	221,938	98,477
Nova/Citation	9,970	8,089	10,178	26,132	240,799	375,228
Malibu	5,810	8,339	5,779	15,308	329,894	214,692
Monte Carlo	3,520	4,664	3,498	9,314	193,844	91,034
Chevrolet	2,400	7,853	2,414	6,246	386,151	95,381
Corvette	1,000	980	997	2,527	39,645	35,666
Oldsmobile Division	16,307	19,721	14,444	40,098	841,734	608,301
Starfire	....	613	....	....	17,390	....
Omega/'79-'80	1,977	1,481	1,940	5,305	41,169	92,519
Cutlass	8,060	11,245	6,705	19,378	437,817	303,529
Oldsmobile	5,430	5,060	4,967	13,266	302,142	182,681
Toronado	840	1,322	832	2,148	43,216	29,572
Pontiac Division	13,166	15,530	13,912	32,817	607,400	470,772
Acadian†	280	457	312	711	14,378	16,879
Sunbird	3,620	2,648	3,634	9,464	84,822	120,982
Phoenix/'79-'80	2,915	2,122	2,962	7,784	66,817	115,018
Firebird	2,058	3,773	1,979	2,206	165,062	64,692
LeMans	1,895	1,815	2,029	4,932	75,602	48,996
Grand Prix	1,880	2,221	2,065	5,702	77,041	57,792
Pontiac	518	2,494	931	2,018	123,678	46,413
VOLKSWAGEN	4,550	4,493	3,380	9,818	136,810	154,624
CHECKER	90*	150	91	231	3,939	2,515
Total Cars, U. S.	149,339	183,173	140,158	462,202	7,045,128	5,077,673

CANADIAN CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,920	....	2,400	5,765	98,970	60,102
FORD MOTOR	5,156	5,207	2,321	11,719	239,588	204,123
GENERAL MOTORS	9,929	13,200	11,079	28,063	454,254	392,663
VOLVO	180	245	220	521	6,790	7,950
Total Cars, Canada	17,185	18,652	16,020	46,068	799,602	664,838
N. American Cars	166,521	201,825	156,178	508,270	7,844,730	5,742,511
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509
North American Cars and Trucks	215,238	269,894	208,369	641,680	10,972,978	7,387,020

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

breaking news

Continued from Page 1

UAW wants voice in plant closings

WASHINGTON.—UAW officials will meet with the three Cabinet officials who deal with the Chrysler Loan Guarantee Board here today (Oct. 20) to discuss a union voice in Chrysler plant closing decisions. Marc Stepp, UAW vice president, and other UAW regional directors have complained they have no say in plant closings discussions between the company and the government. Stepp has said he suspects the Loan Guarantee Board of putting pressure on Chrysler to reduce the size of its operations.

Two trailer loads of Chevys recovered

HAWTHORNE, N. Y.—A police department sting operation here recovered some $1.25 million in loot. It included 84 cars purchased from thieves by policemen posing as fences. Among the cars were one Mercedes, five Lincoln Continentals and two tractor-trailer loads of brand new Chevrolets.

Light-truck standards formulated

WASHINGTON. — New light-truck emission standards, delayed from 1983 to 1984, will require that such vehicles emit no more than 0.8 grams per mile HC, 10 gpm CO and 2.3 gpm NOx. A CO idle standard of 0.47 percent is also adopted. The "useful life" definition of the vehicles is changed from 5 years or 50,000 miles to the "average lifetime or time to the first engine rebuild." New durability testing requirements are indefinitely postponed.

Ford Laser won't come to U. S.

WASHINGTON.—Inclusion of the Ford Laser in the '81 EPA mileage ratings raised a few eyebrows in Detroit, but Ford officials describe the listing as "a freak." Seems the Laser, an Australian-built version of the front-drive Mazda GLC, is Ford's "world car" for the Asia-Pacific region, and Puerto Rico is part of the same region at Ford. Cars sold in Puerto Rico, however, are considered "American" and therefore must be certified by the EPA; thus, Laser found its way onto the list. Ford was quick to note the Laser will not be sold in the U. S.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHEVROLET	11,508	17,662	10,832	28,690	824,692	355,667
DODGE/PLYMOUTH	....	5,037	2,952	4,864	267,193	105,740
FORD	17,054	19,607	17,123	44,422	893,609	450,914
GMC	3,989	5,714	3,888	10,224	286,137	128,023
INTERNATIONAL	1,985	2,849	1,943	5,106	110,746	53,200
MACK	413	795	395	1,052	30,184	18,892
JEEP	1,740*	2,500	1,740*	4,620*	123,490	62,455*
AMC CORP.	85*	450	85*	284*	20,055	6,034*
VOLKSWAGEN	650	....	475	1,361	....	21,896
MISCELLANEOUS	550*	800	550	1,430	33,650	30,775
Total Trucks, U. S.	37,974	55,414	39,983	102,053	2,589,756	1,233,596

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,280	1,601	1,632	4,114	48,383	40,871
FORD MOTOR	3,672	4,448	4,526	11,287	189,483	148,072
GENERAL MOTORS	5,520	6,031	5,719	15,158	236,415	194,938
AMERICAN MOTORS	....	....	....	....	44,506	11,644
INTERNATIONAL	236	479	299	716	16,634	13,651
MACK	32	96	32*	82	3,071	1,738
Total Trucks, Canada	10,740	12,655	12,208	31,357	538,492	410,913
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Strike, downtime reduce week's truck production

With a loss of production at General Motors because of a strike and downtime at the Chrysler truck plant, U. S. truck output last week was off from the previous week.

Planned U. S. truck production last week of 37,974 was down 5.02 percent from the previous week's 39,983 units, and down 31.47 percent from the 55,414 units produced in the equivalent week in 1979.

Chrysler's Warren plant remains down this week for inventory adjustment. The point was also closed last week and is scheduled to reopen Oct. 27. The move temporarily idles 3,800.

General Motors lost three days of production last Tuesday, Wednesday and Thursday at its Baltimore plant because of a strike at its Parma (O.) parts plant. Baltimore workers were scheduled to return to work last Friday (Oct. 17).

Ford will halt output at its Lorain, (O.) truck plant, (Econoline/Club Wagon) and the adjoining Ohio Truck plant in Avon Lake for one week to balance inventories. The move temporarily idles 3,300 hourly workers.

No overtime was scheduled throughout the industry last week.

Year-to-date through Oct. 18, the truck makers assembled 1,233,590 units, a drop of 52.36 percent from last year's 2,589,756.

Canada's output of autos climbs 7.27 pct. for week

Planned production for Canadian auto makers was up slightly from the previous week, while scheduled truck production remained down.

Scheduled auto production was 17,185 last week, up 7.27 percent from the 16,020 units, assembled in the previous week. The figure was still down 7.86 percent from the 18,652 cars built in the comparable week in 1979.

The increase in planned auto production was due to the 5,156 autos scheduled to be built by Ford Motor Company, an increase of 54.98 percent over the 2,321 units completed in the previous week, but down slightly—0.97 percent—from the 5,207 assembled in the equivalent week in 1979.

Canadian truck production scheduled for last week was 10,740, down 12.02 percent from the 12,208 of the previous week, and down 15.13 percent from the 12,655 assembled in the comparable week last year.

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Automotive News

Detroit, October 27, 1980

56th year—$35 per year, $1.00 per copy

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The candidates: Where they stand on auto issues

Editor's Note: *Next Tuesday, Nov. 4, is election day in the U. S. This year's campaign has featured a number of familiar economic issues, as well as one not normally found in the political arena: The auto industry. Each of the candidates, at one time or another, has portrayed himself as the one true friend of Detroit. Many of the candidates have devised programs they claim will improve the industry's fortunes. In an effort to provide some degree of clarity to the entire matter,* Automotive News *has compiled a roundup of the significant automotive views of the Presidential candidates.*

By Edward Lapham
Financial Editor

The significance of the auto industry has been apparent throughout the 1980 Presidential campaign. Chrysler Corp.'s financial problems set the stage and the recession, import penetration plus more than a million laid-off factory, dealer and supplier employes added to the drama.

The early advantages went to the Carter Administration and the campaign to re-elect Democratic President Jimmy Carter and Vice President Walter Mondale. The Administration actively pursued the federal loan guarantee program which kept Chrysler Corp. afloat and made as much note as possible of the entire proceedings.

All this while, former California Gov. Ronald Reagan said he opposed any federal assistance to Chrysler early in his primary campaign, only to admit in late summer that he had misjudged the situation and that the federally guaranteed loans to Chrysler were effective and perhaps proper.

In January, DOT Secretary Neil Goldschmidt announced the Carter Administration's intent to end the Washington/Detroit cold war in an effort to reindustrialize the auto industry.

In early July, when the Republicans were gathering in Detroit for their national convention, the Democratic President, his vice president, several cabinet officials, other elected officials and virtually all of the ranking auto and UAW officials gathered at suburban Detroit's Metropolitan Airport to initiate the new "tripartite" policy of government, labor and industry cooperation.

The President called it "his-

Continued on Page 54, Col. 1

Chrysler ties K-car orders to slower-selling models

By Joseph Bohn
Marketing Editor

Chrysler Corp. Chairman Lee Iacocca has committed himself to showing a profit in the fourth quarter, and some dealers are being increasingly pressured to order cars they feel they can't handle in order to produce that profit.

Dealers who refuse to take their "fair share" of the full product lines are now having their K-car allocations reduced proportionately, in some instances.

Chrysler apparently feels that giving selected dealers K-cars and price leaders, for example, without their taking the full complement of other models would be a disservice to other dealers who are ordering the full product line.

It is felt it would give those selected dealers an unfair competitive advantage.

"But," countered Ray Cohen, executive secretary of the Independent Dealers Committee Dedicated to Action, "we're not talking about dealers who won't stock or inventory other products.

"We're talking about people who are loaded with 180 days' supply of Miradas and Cordobas and they're being asked to load more."

Cohen acknowledged that the practice of pressuring dealers to take unwanted vehicles is not uncommon in the industry—it has happened with Ford and General Motors, for example.

But, he insisted, competitive companies had not actually reduced allocations of hot-selling models as a dealer ordering inducement.

The IDCDA sent letters to top Chrysler officials last week, pointing out that it was "seriously concerned with the action of Chrysler Corp. in regard to tie-in sales on K-cars with other models of Dodge, Chrysler and Plymouth."

• The letter said, "While we recommend to our Chrysler dealer membership that they do all in their power to stock the full line, current demands — with the threat of cutting K-car allocations—is totally unacceptable.

"Our Chrysler members insist that you terminate this course of conduct immediately."

Cohen said he'd received 25 dealer calls from five different zones with reference to K-car allocation reductions.

Automotive News confirmed that, in fact, dealer orders of other slower moving products were being tied to the allocation of K-cars they received. If a dealer ordered only half of his full allocation of other models for a given period, for example, he stood to have his allocation of K-cars cut in half.

Dealers feel they're being unfairy treated in view of having gone to bat for Chrysler in Washington, and again at different times when the factory asked them to order '80s.

Said one, "They came in here and talked about a lot of unordered cars we were supposed to accept to complete allocation. We said we were pretty well stocked; business was not that good, and we'd order more when it improved. . .

"Then the district manager said he had orders from his superiors to tell us that unless we accepted the cars as designated, our K-car allocation would be cut by 50 percent or more.

"What incensed me particularly is that over a year ago we went down to Washington on our own to help get the loan guarantee approved . . . Three or four months later there was

Continued on Page 54, Col. 5

breaking news

MAN to build North Carolina bus plant

CLEVELAND, N. C.—MAN Truck & Coach, a subsidiary of Maschinenfabrik - Augsburg - Nurnberg AG, announced it will build a bus plant here. The subsidiary is headquartered in Southfield, Mich. An official said most parts and components will be purchased in the Detroit area.

Mid-October sales fall 24 percent

DETROIT. — Mid-October domestic new-car sales dropped 24.14 percent on a year-to-year basis, to 204,466 from 269,547. Sales were down 9.21 percent from the first 10 days. General Motors sales were off 15.1[illegible] percent, Ford was off 45.37 percent, Chrysler was down 17.82 percent, Volkswagen of America was down 46.02 percent and American Motors dropped an estimated 9.84 percent. The daily rate was 25,558, down 14.16 percent from 29,950.

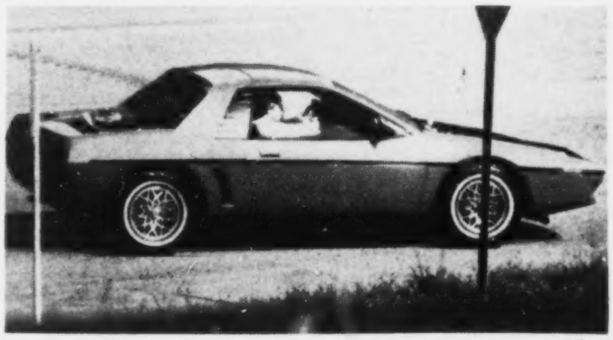
Chevy eyes 230,000 compact truck sales in '82

SAN FRANCISCO.—Chevrolet is hoping to sell 230,000 of its domestically produced compact pickup trucks in the vehicle's first full year on the market, Jim Perkins, division truck-sale manager, said at a press conference during the American Trucking Assns. convention here. Production of the compacts for the '82 model year will begin next summer.

See BREAKING NEWS, Page 55, Col. 1

NEWSPAPER

'P' as in pretty



Jim Dunne

Sporty Pontiac two-seater heads for '83

Pontiac's sporty two-seater, the P-car — shown in this unofficial photo—will debut in the 1983-model year with a fiberglass body, four-wheel-independent suspension and a midship-mounted 2.5-liter four-cylinder engine.

Pontiac P-car for '83 a high-style commuter

By Jim Plegue
Staff Writer

Pontiac is firming up plans for what could be the most radical new domestic design of the decade, the 1983 P-car, a high-mileage fiberglass two-seater powered by a mid-mounted GM X-car powertrain.

Although the latest information—as well as sneak photos of a prototype—portray the P-car as a sporty model with styling quite similar to the Fiat X 1/9, Pontiac officials decline to use that label on the car.

"It's not a sports car," countered a Pontiac source. "Don't call it that. It's a highly styled commuter car."

When it bows as a 1983 model, the P-car will be unique in the domestic market. Ford Motor is said to be developing similar high-mileage commuter cars—including a sporty two-passenger model — under the code name, "Optim." Those models are not due until the 1984-model year, though reportedly were pushed ahead from 1986 in response to Pontiac's P-car project.

Although engineering cutoffs are reportedly still a year off, some details of the Pontiac P-car seem locked in place. It will be offered in only one body style, a notchback, with standard pop-up headlamps and a standard removable targa top.

Wheelbase is 90 inches with overall length set at about 150 inches. With its fiberglass body, the P-car will weigh about 2,000 pounds.

Although it has not been named, some Pontiac insiders have been referring to it as the "Sunfire." The P-car will be a Pontiac exclusive, scotching previous rumors that Chevrolet would also sell a version. The reason for this, one source theorized, is because Chevrolet will have its own two-seater to introduce in 1983, the redesigned Corvette.

• The P-car powertrain package is still undergoing revisions but the front-runner reportedly is the Pontiac-built 2.5-liter inline four-cylinder engine—the same mill used in GM's front-drive X-body compacts — mated to four- or five-speed overdrive transmissions.

In the P-car, the 2.5-liter will be equipped with throttle-body fuel injection (TBI) — all '82 Pontiac L-4s will have TBI—and will be mounted transversely just ahead or above the rear axle and aft of the car's twin bucket seats. The mileage target for the P-car is 30 MPG in the city, 40 MPG on the highway.

Suspension will be independent at all corners. A Chevette-type front suspension is being

Continued on Page 50, Col. 4

'Cat' offering lower-speed line of diesels

SAN FRANCISCO. — Caterpillar Engine Division, the industry's No. 3 producer of big-truck diesel engines, has introduced a new family of lower-speed, fuel-efficient engines which it says will enable fleets and owner/operators to reduce line-haul fuel costs without sacrificing truck performance or efficiency of skilled drivers.

The first in the new series of 3406 power plants is a 250-HP unit rated at 1,600 RPM, and is an industry first, according to Jerry Klise, the division's on-highway OEM sales manager.

He said the success of 3406 engines with 1,800 and 1,900 economy ratings "caused Cat engineers to continue evaluation of the lower-RPM concept."

The 1,600-RPM Cat 3406 will be followed in 1981 by engines rated at 285, 300 and 330 HP, Klise said.

"Private and for-hire carriers interested in lower fuel costs and better driver control will be the primary candidates for the 1,600-RPM engines," he said. "Applications for the 250-HP rating will be in Eastern and Midwest line-haul operations grossing up to 80,000 pounds gross combination weight, and 60,000 GCW in the Far West.

- "As higher horsepower ratings are offered, higher gross weight and Western mountain operations will become ideal 1,600-RPM applications," Klise added

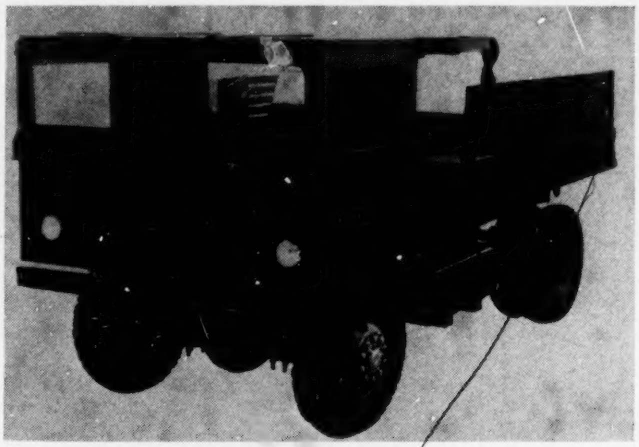
To achieve the intended fuel savings, however, the truck operator must be committed "to train operators to drive at maximum speeds of less than 60 MPH," he explained. "If speeds over 60 are desired, the 1,600-RPM is not recommended."

Caterpillar recommends certain power-train matchups with the 250-HP 3406, such as 1107-2A Spicer, RT-110 or RT-9508 Fuller transmissions, and axle ratios depending on tire sizes to limit the top-geared speed to below 60 MPH.

"For example," said Klise, "if the desired speed is 55 to 58 MPH, 3.55 rear axle on 10 x 22 or 11 x 22.5 tires or a 3.70 rear axle on 10 x 22 or 11 x 24.5 tires are recommended."

He noted that the engine,

Continued on Page 20, Col. 1



White concept vehicle for military

This new three-ton general-purpose military tactical truck is a concept vehicle which White Motor Corp. said demonstrates the potential for commercial-truck technology to provide improvement in the performance of tactical vehicles and to reduce initial investment and operating costs.

White woos U.S. orders with 2 concept trucks

WASHINGTON. — White Motor Corp. is moving ahead in an area in which it hopes to generate new business that will help offset the ups and downs of the domestic commercial truck market. It's an area in which Cruse W. Moss, White's chairman, has had extensive experience—government contracts.

Moss, who for almost a decade headed AM General Corp., a major supplier of big and small trucks to government, was on hand here when White unveiled two tactical trucks it said demonstrate improvements in performance and fuel economy attainable through application of commercial technology to military needs.

The two White prototypes—one an all-new three-ton unit developed by the firm's Government Products Division and the other a "converted" current five-ton vehicle—feature the latest in commercial-truck technology.

White worked with the Caterpillar Engine Division, Detroit Diesel Allison Division and Eaton Corp. in the industry-sponsored project.

White said the three-ton, 4x4 cargo truck offers improved performance over comparable vehicles now in military service and will reduce initial investment and operating costs.

- Curb weight of the three-ton unit is 3,000 pounds less than the standard 2½-ton Army truck. The lighter weight, combined with commercially available chassis components, reduces fuel consumption by 25 percent, while providing more useable HP to the wheels, White claims.

This concept vehicle is powered by a 160-HP Caterpillar 3208 diesel engine, DDA's AT545 automatic transmission and Eaton single-reduction axles with rear-axle power divider. In addition to improved performance and economy of operation, replacement parts can be obtained through commercial service facilities.

White said the conversion package for the five-ton tactical truck would preserve a multimillion dollar investment in thousands of trucks now in use by the U.S. armed forces.

Cost of conversion and the initial impact on logistic support would be more than offset by

Continued on Page 40, Col. 5

Magirus truck hauls imports

An auto carrier has been built on a Magirus truck chassis by Automotive Services, Inc., Vancouver, Wash., a port handler of imported cars. The firm also operates a fleet of car carriers through a subsidiary, Car Transporters Corp. Drivers participate in the design and construction of the carriers, an ASI spokesman said.

Skeptical buyers can back out if it's Carter again

SAN DIEGO. — You might call it Carter insurance.

Whatever, Norm Pressley's Truck Center is giving an escape clause to buyers concerned about the economic climate if President Carter is reelected. Should Carter defeat Ronald Reagan, buyers can cancel their orders.

"Ninety percent of the people we sell seem to feel there will be no more business if Carter wins," said Rocky Brown, a Pressley salesman. "They think the world will come to an end. So we're throwing this option at them."

He said this option clinched a sale to two PSA pilots who wanted to buy an 18-wheel truck but feared the business future under another Carter term.

Brown said they paid a $1,000 deposit on a $100,000 dump truck and trailer, with the option to cancel after the election for a fee of $100.

truck industry news

Total under 200,000—first time since '71

August registrations are lowest in 9 years

August registrations of new trucks of all types in the U. S. were the lowest for that month in nine years, and marked the first time since 1971 that the industry total has dropped below 200,000 tallies for the month.

In August, according to R. L. Polk & Co., new-truck registrations totaled 195,779 units, down 31.6 percent from last year's 286,420 and slightly more than 50 percent below the alltime August high of 396,434 set in 1978.

Table on Page 30.

In August, 1971, new-truck tallies hit only 167,841 units, but the count climbed to 215,452 in the same month in 1972. Since that time, the total has topped 200,000 in five years and 300,000 in two years.

For the first eight months of 1980, industry registrations fell 26.8 percent below a year ago, with declines in all three market segments. The total was 1,720,170 units, compared with 2,351,199 in 1979.

Through August, Group 1 registrations outnumbered those in Group 2 for the first time since December, 1975. The eight-month count was 771,886 units, compared with 768,813 of the heavier Group 2 vehicles.

The Group 1 count has been rising steadily and Group 2 declining since the sharp increase in fuel prices late in the first quarter of 1979, and the big growth in sales of the Japanese-built compact pickups, which are Group 1 vehicles.

The imported pickups accounted for 26.4 percent of the eight-month Group 1 total with 203,527 tallies. At the same time in 1978, before the drastic fuel increases, they took 17.5 percent of the total of 736,091 Group 1 registrations with 129,168 tallies.

In the January-August period, registrations of heavy trucks were down the least from a year

Continued on Page 9, Col. 1

HD registrations for eight months, August trail '79

Eight-month registrations of new heavy trucks in the U. S. dropped 8.2 percent below last year's record level, while the August total was down 10.5 percent from 1979, which also was the high for the month.

R. L. Polk & Co. reported that 132,356 new Groups 7 and 8 trucks were registered in the January-August period, compared with 144,155 in the like period in 1979.

August tallies totaled 16,688 units, as opposed to 18,653 in the same month a year ago.

For the eight months, Group 7

Continued on Page 20, Col. 3

U. S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	8 mos., 1980	Percent Share of '80 market	8 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	545,898	31.74	756,502	32.18	− 0.44
Chevrolet	517,263	30.07	752,369	32.00	− 1.93
Dodge	160,075	9.31	237,959	10.12	− 0.81
GMC	128,519	7.47	186,744	7.94	− 0.47
Jeep	55,618	3.23	94,028	4.00	− 0.77
International	43,254	2.52	77,750	3.31	− 0.79
Plymouth*	20,132	1.17	13,181	0.56	+ 0.61
Mack	14,609	0.85	20,270	0.86	− 0.01
Kenworth	8,242	0.48	9,781	0.42	+ 0.06
Freightliner	7,616	0.44	8,715	0.37	+ 0.07
Peterbilt	4,974	0.29	6,152	0.26	+ 0.03
White	3,518	0.21	6,363	0.27	− 0.06
Autocar	1,100	0.06	1,499	0.06	....
Western Star	740	0.04	768	0.03	+ 0.01
Volvo	519	0.03	407	0.02	+ 0.01
Diamond Reo	73	....	....	....	....
Miscellaneous**	208,020	12.09	178,711	7.60	+ 4.49
TOTALS	1,720,170	100.00	2,351,199	100.00	....

★—No registrations for Oklahoma, 1980 and 1979; Washington, August, 1980; Utah, August, 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickup.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

U.S. HEAVY DUTY REGISTRATIONS

EIGHT MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	8 mos., 1980	Percent Share of '80 market	8 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	33,687	25.45	25,971	18.02	+ 7.43
International	23,113	17.46	44,617	30.95	−13.49
GMC	20,675	15.62	13,282	9.21	+ 6.41
Mack	14,320	10.82	20,270	14.06	− 3.24
Chevrolet	11,355	8.58	4,187	2.90	+ 5.68
Kenworth	8,242	6.23	9,781	6.79	− 0.56
Freightliner	7,616	5.74	8,715	6.05	− 0.31
Peterbilt	4,974	3.76	6,152	4.27	− 0.51
White	3,518	2.66	6.363	4.41	− 1.75
Autocar	1,100	0.83	1,499	1.04	− 0.21
Western Star	740	0.56	768	0.53	+ 0.03
Volvo	517	0.39	407	0.28	+ 0.11
Diamond Reo	73	0.06	....	....	+ 0.06
Miscellaneous	2,426	1.84	2,143	1.49	+ 0.35
TOTALS	132,356	100.00	144,155	100.00	....

★—Trucks in Groups 7 and 8 only; no registrations for Oklahoma, 1980 and 1979; Washington, August, 1980; Utah, August, 1979.

Registrations for month drop 31.6 pct. below 1979 level

August truck tallies hit 9-year low

Continued from Page 8

ago and the mediums suffered the biggest setback.

There were 132,356 heavy-truck (Groups 7 and 8) registrations through August, a decline of only 8.2 percent below last year's record 144,155 units. Mediums (Groups 4 through 6) were down 58.6 percent, from 102,044 a year ago to 42,219.

The light-truck count for the first eight months totaled 1,545,595 units, a decrease of 26.6 percent below last year's 2,105,000.

Again, Group 7 was the only one of the eight to show increases in registrations over last year, and it's due to the reclassification of many trucks whose GVW ratings have moved them from the top end of Group 6 into Group 7.

The eight-month total was 53,970 units, an increase of 70 percent over last year's 31,741. Group 6 tallies, on the other hand, were down 57.8 percent, from 95,904 units in 1979 to 40,219.

Still hurting badly because of the recession, Group 8 trucks trailed the 1979 registrations by 30.3 percent, dropping from a record 112,414 units a year ago to 78,386.

- Total registrations for Groups 6 through 8 trucks for the first eight months were off 28 percent from a year ago, 172,847 versus 240,059. Combined Groups 6 and 7 tallies were down 26 percent, from 127,645 units in 1979 to 95,904.

Among the light trucks, Group 1 suffered the least decline because of the gains in compact-pickup registrations. The eight-month total of 771,886 units was down 9.6 percent from the year-ago 853,818.

Group 1 compact-pickup tallies were up 16.4 percent over the year-ago eight-month count, rising from 174,887 to 203,527.

Registrations of Group 2 vehicles declined 36.9 percent over the January-August span, from 1,218,146 in 1979 to 768,813. It was the first time since 1976 that the Group 2 eight-month total had dropped below the million mark.

Group 3, the top end of the light-truck segment, and Group 4, the bottom of the medium category, were the biggest losers in the eight-month period, due mainly to the slump in RV sales.

Registrations of Group 3 vehicles dropped 85.2 percent, from 33,036 units to 4,896, while the Group 4 count was down 95.5 percent, from 4,343 to only 196 units.

Group tallies through August totaled 1,532 units, a decline of 14.7 percent from the year-ago 1,797.

Michigan's share of GM spending put at $10 billion

ANN ARBOR. — General Motors will invest about $10 billion in capital expenditures over the next five years in Michigan, Roger B. Smith, executive vice president, told a joint meeting of the National Assn. of Accountants and the Ann Arbor Chamber of Commerce here.

"Traditional ratios" would indicate GM will spend $10 billion in Michigan during the 1980-85 period, Smith said. Smith is chairman-elect of GM. GM's planned worldwide capital expenditures for that period is $40 billion.

The GM executive cited plans for a new GMAD assembly plant in Orion Township, near Pontiac, a sister plant planned to replace Cadillac and Fisher Body assembly facilities in Detroit; the possibility of a new GM assembly plant in Vienna Township, Mich. (although no final decision has been made), and extensive renovation of plants in Flint, Warren, Ypsilanti and Bay City to facilitate adaptation of more and more GM vehicles to front-wheel drive.

In addition, engine plants in Flint and Pontiac are being converted to produce smaller, more fuel-efficient engines.

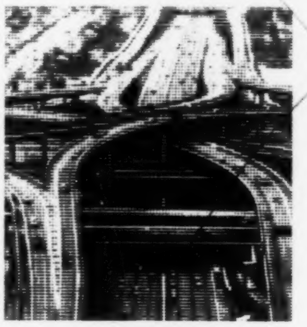
Honda earnings climb 197 pct.

TOKYO. — Honda Motor Co. said earnings in its second fiscal quarter ended Aug. 31 rose 197 percent to $153.7 million from $51.7 million in the year-ago period. Sales in the June-August period rose 22 percent to $2.09 billion from $1.71 billion.

The company said automobile sales, which account for 58 percent of receipts, rose 13 percent to 236,000 units. Unit sales in the U. S., the single biggest export market, rose 7 percent, Honda said.

For the first half of the fiscal year, earnings jumped 350 percent to $279.8 million from $62.1 million in the 1979 period. The six-month sales total was up 32 percent to $4.22 billion from $3.2 billion.

SMOOTH SAILING FOR FLEETS.



Delco Freedom Batteries help keep fleets fleet. In big city buses, car rental and major truck fleets, Freedom's rugged construction stands up to the daily grind. Plus, Freedoms are truly maintenance-free. You never have to add water. And they're available in just about any battery size or configuration.

That's why Freedom is the pride of the fleets.

Delco Remy

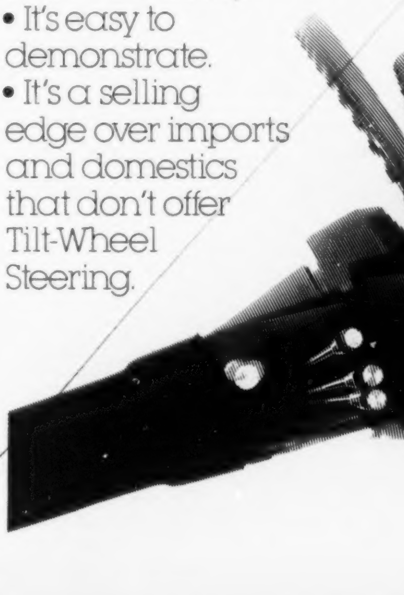
The leader under the hood

How do you fit yesterday's big-car buyers into today's small cars?

With adjustable Tilt-Wheel! It's the one low-priced comfort and convenience option that lets former big-car buyers feel right at home in a GM small car. Some other advantages...

- Tilt-Wheel is low-priced. Just $81.00 MSRP on a 1981 GM car.
- It adds value. Up to $75.00 on an '80 X-car (latest Kelley Blue Book or N.A.D.A. Guide).
- It's easy to demonstrate.
- It's a selling edge over imports and domestics that don't offer Tilt-Wheel Steering.
- It adjusts to different size drivers—with six different positions.
- It tilts up for easy, small-car entry and exit.
- It's adjustable while driving—for long-trip comfort.
- Users like it and re-order it—on car after car.

The smaller the car, the more practical Tilt-Wheel is. So order smart—with low-priced Tilt-Wheel on all your new "Ts" and "Xs".



Tilt the odds in your favor!

Saginaw Steering Gear Division

Saginaw GM

For 1981

Front-drive GLC new for Mazda

An all-new front-wheel-drive GLC model, styling updates on the RX-7 and 626 models and redesigned MPG - boosting emission systems are the major news in the Mazda product line for 1981.

In addition, Mazda has added high-line luxury models to both its RX-7 and 626 line for 1981.

The new GLC is available in three- and five-door hatchback versions and features a transverse-mounted 1,490-cc four-cylinder engine driving the front wheels, fully independent suspension, rack-and-pinion steering and dual-diagonal braking system.

The GLC wagon remains as a front - engine/rear - drive model but has the front-wheel-drive car's 1,490-cc engine, a single overhead-camshaft design which Mazda calls the Series E.

The Series E is a refinement of the 1,415-cc engine offered in last year's GLC. It is lighter and smaller than that engine and uses Mazda's Stabilized Combustion System for better control of emissions and improved fuel economy, Mazda said.

Standard GLC features include remote-controlled driver's side mirror, body side moldings, reclining front bucket seats with adjustable head restraints, rear-window defroster, trip odometer and cloth luggage area cover.

There are four GLC trim levels—standard, Custom, Custom L and Sport. The five-door is available only as a Custom. Four- and five-speed manual and three-speed automatic transmissions are offered.

Front suspension on the new GLC is strut-type with coil springs and lower "A" arms. Rear suspension is Mazda's Twin Transverse Link (TTL) design with struts and coil springs. The configuration of the rear transverse links, Mazda said, minimizes rear-suspension geometry changes that occur under various driving conditions.

The RX-7 has front and rear styling changes for 1981. New front and rear bumpers, new spoiler and redesigned tail lamps mark the 81 models. A redesigned instrument panel has been added, as well as two storage boxes behind the seats.

An RX-7 luxury model, the GSL, is new for '81. It has more standard equipment, including rear disk brakes, a limited-slip differential, aluminum wheels and power windows.

Catalytic converters replace the thermal reactor on the RX-7's rotary engine, a move which Mazda says helps increase fuel economy by allowing a leaner air/fuel ratio to be burned. A 16.6-gallon fuel tank replaces the 14.5-gallon tank in the 1981 RX-7.

Mazda's 1981-model 626 coupe and sedan have new front and rear bumpers, new grille and new tail light design. Black exterior trim replaces much of the chrome. The 626 dashboard has also been revised.

A redesigned emission system using two catalytic converters helps improve the fuel economy in 1981-model 626s, Mazda said. Two new 626 Luxury models have been added, a coupe and a four-door sedan. Standard trim includes 185 / 70SR - 13 radial tires, power steering, power windows and cruise control.

Iowa selects Helms for Time award

DAVENPORT, Ia. — Tom Helms, president of Strieter Motor Co. (Lincoln-Mercury) here, has been selected as Iowa's candidate for the 1981 Time Magazine Quality Dealer Award.

He has headed the dealership since 1957 and is a former president of the Iowa Automobile Dealers Assn.

Caterpillar introduces line of lower-speed truck diesels

Continued from Page 8

which had been in development since 1978, has logged more than three million miles of testing and reported a "very positive acceptance" in fleets which have used the new 3406.

Based on ATA/SAE Type II fuel tests recently conducted in fleet operations, Klise said, fuel savings of 8 to 10 percent were achieved over engines rated at 1,800 and 1,900 RPM.

• "For example," he continued, "a fleet operating 1,800-RPM engines at 5.5 MPG can potentially realize an 8 percent fuel savings with 1,600-RPM engines. Based on 150,000 miles of operation and an average fuel price of $1.10 a gallon, the estimated fuel savings per tractor would be $2,400."

Klise said the new 3406 delivers peak torque at 1,200 RPM, has a 22 percent torque rise and delivers a maximum 260 HP at 1,400, actually higher than its rated power.

He noted that the cost, complexity and ability to bypass road-speed governors have caused the trucking industry to resistance their use, and said the 1,600-RPM 3406, without any add-ons, provides road-speed control.

"Slower engine speed suggests increased reliability and durability due to less wear on internal components," Klise said, "and this should lead to less maintenance and component replacement, reduced downtime and longer vehicle life."

"Noise levels also will be reduced since these engines are rated at lower speeds," he added. "This means quieter operations, resulting in less driver fatigue and increased productivity."

HD registrations trail 1979 levels

Continued from Page 8

registrations were 70 percent higher than a year ago because of the reclassification of many trucks previously carried as Group 6 vehicles. Through August, the count was 53,970, compared with 31,748 in 1979.

Group 8 tallies, on the other hand, were down 30.3 percent from last year's alltime high for the period, 78,386 versus 112,414.

In August, the Group 7 total was up 57 percent, from 4 339 a year ago to 6,810. The Group 8 count for the month declined 31 percent from last August, 9,878 units versus 14,314.

GLC goes FWD for '81

Mazda unveils its all-new front-drive GLC model for 1981. The new GLC is available in three- and five-door hatchback versions with a standard 1,490-cc transverse-mounted four-cylinder engine.

72

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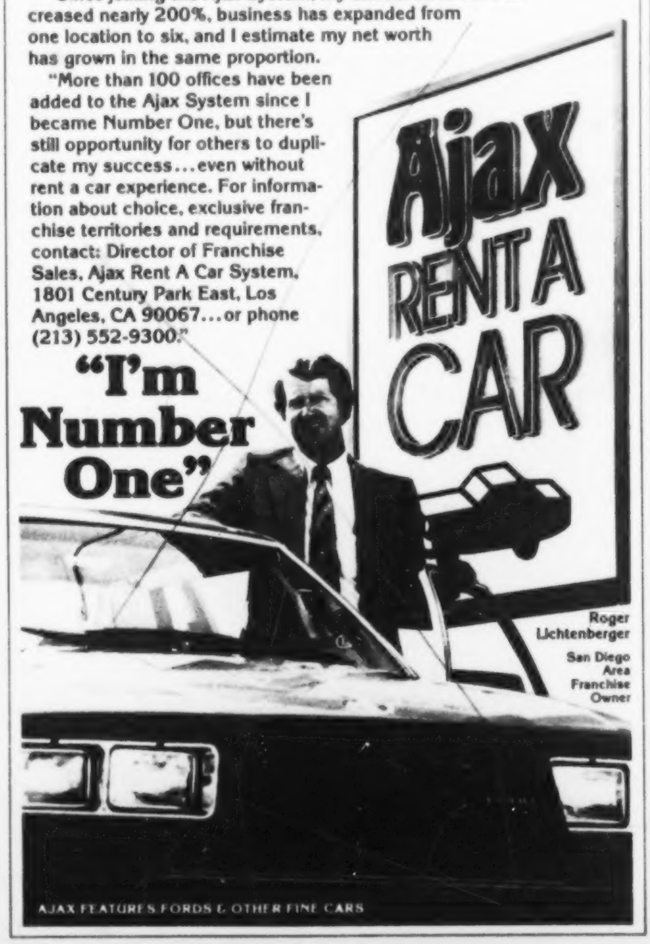


Roger Lichtenberger
San Diego Area Franchise Owner

AJAX FEATURES FORDS & OTHER FINE CARS

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT-MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Aug., '80	....	....	....	....	....	....	....	113	113
	Aug., '79	....	....	....	....	....	....	....	171	171
	Year to Date '80	....	....	....	....	....	....	....	1,100	1,100
	Year to Date '79	....	....	....	....	....	....	....	1,499	1,499
BROCKWAY	Aug., '80	....	....	....	....	....	....	....	....	....
	Aug., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	2	2
CHEVROLET	Aug., '80	27,500	24,967	27	....	119	1,299	951	317	55,180
	Aug., '79	36,878	49,181	384	....	126	3,787	78	577	91,011
	Year to Date '80	250,154	245,052	753	....	1,070	8,879	9,162	2,193	517,263
	Year to Date '79	307,595	412,040	4,484	....	1,148	22,915	949	3,238	752,369
(Memo Units) #	Aug., '80	12,779	7,631	....	....	....	....	....	....	20,410
	Aug., '79	17,334	14,571	....	....	....	....	....	....	31,905
	Year to Date '80	112,658	71,586	....	....	....	....	....	....	184,244
	Year to Date '79	139,521	119,665	....	....	....	....	....	....	259,186
DIAMOND REO	Aug., '80	....	....	....	....	....	....	....	8	8
	Aug., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	73	73
	Year to Date '79	....	....	....	....	....	....	....	....	....
DODGE	Aug., '80	10,034	9,055	162	3	....	....	....	....	19,254
	Aug., '79	9,815	14,382	1,844	5	....	....	....	....	26,046
	Year to Date '80	66,680	89,532	3,673	190	....	....	....	....	160,075
	Year to Date '79	70,464	135,760	27,395	4,340	....	....	....	....	237,959
(Memo Units) #	Aug., '80	6,579	5,782	86	....	....	....	....	....	12,447
	Aug., '79	5,300	8,183	1,708	....	....	....	....	....	15,191
	Year to Date '80	44,617	57,242	1,456	....	....	....	....	....	103,315
	Year to Date '79	41,287	73,625	22,695	....	....	....	....	....	137,607
FORD	Aug., '80	18,961	34,180	45	....	....	2,183	2,963	1,482	59,814
	Aug., '79	25,397	58,665	52	....	....	5,328	1,413	2,093	92,948
	Year to Date '80	167,439	330,251	452	....	....	14,069	23,348	10,339	545,898
	Year to Date '79	192,875	500,670	292	....	....	36,694	10,361	15,610	756,502
(Memo Units) #	Aug., '80	7,724	11,308	....	....	....	....	....	....	19,032
	Aug., '79	8,178	16,709	....	....	....	....	....	....	24,887
	Year to Date '80	69,164	109,368	....	....	....	....	....	....	178,532
	Year to Date '79	74,571	153,811	....	....	....	....	....	....	228,382
FREIGHTLINER	Aug., '80	....	....	....	....	....	....	....	868	868
	Aug., '79	....	....	....	....	....	....	....	1,171	1,171
	Year to Date '80	....	....	....	....	....	....	....	7,616	7,616
	Year to Date '79	....	....	....	....	....	....	....	8,715	8,715
VOLVO	Aug., '80	....	....	....	....	....	....	73	15	88
	Aug., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	2	436	81	519
	Year to Date '79	....	....	....	....	....	....	....	....	....
GMC	Aug., '80	4,260	6,884	1	....	39	919	990	1,349	14,442
	Aug., '79	6,650	15,278	262	....	75	2,421	217	1,618	26,521
	Year to Date '80	35,899	65,132	6	....	446	6,361	9,500	11,175	128,519
	Year to Date '79	44,284	111,075	828	....	627	16,648	1,252	12,030	186,744
(Memo Units) #	Aug., '80	658	1,914	....	....	....	....	....	....	2,572
	Aug., '79	1,377	4,049	....	....	....	....	....	....	5,426
	Year to Date '80	6,443	17,974	....	....	....	....	....	....	24,417
	Year to Date '79	8,819	32,110	....	....	....	....	....	....	40,929
INTERNATIONAL	Aug., '80	....	1,496	....	....	....	1,632	1,712	2,090	6,930
	Aug., '79	....	1,469	....	....	....	3,187	2,485	3,451	10,592
	Year to Date '80	....	12,273	....	....	....	8,868	10,442	12,671	43,254
	Year to Date '79	....	15,095	....	....	....	18,038	18,202	26,415	77,750
(Memo Units) #	Aug., '80	....	....	....	....	....	....	....	....	....
	Aug., '79	....	....	....	....	....	....	....	....	....
	Year to Date '80	....	....	....	....	....	....	....	....	....
	Year to Date '79	....	....	....	....	....	....	....	....	....
JEEP	Aug., '80	3,737	2,194	....	....	....	....	....	....	5,931
	Aug., '79	6,602	3,767	....	....	....	....	....	....	10,369
	Year to Date '80	34,516	21,102	....	....	....	....	....	....	55,618
	Year to Date '79	53,903	40,125	....	....	....	....	....	....	94,028
(Memo Units) #	Aug., '80	3,737	1,553	....	....	....	....	....	....	5,290
	Aug., '79	6,602	1,646	....	....	....	....	....	....	8,248
	Year to Date '80	34,516	15,645	....	....	....	....	....	....	50,161
	Year to Date '79	53,903	17,765	....	....	....	....	....	....	71,668
KENWORTH	Aug., '80	....	....	....	....	....	....	....	916	916
	Aug., '79	....	....	....	....	....	....	....	1,200	1,200
	Year to Date '80	....	....	....	....	....	....	....	8,242	8,242
	Year to Date '79	....	....	....	....	....	....	....	9,781	9,781
MACK	Aug., '80	....	....	....	....	....	76	....	1,523	1,599
	Aug., '79	....	....	....	....	....	....	....	2,402	2,402
	Year to Date '80	....	....	....	....	....	289	....	14,320	14,609
	Year to Date '79	....	....	....	....	....	....	....	20,270	20,270
PETERBILT	Aug., '80	....	....	....	....	....	....	....	568	568
	Aug., '79	....	....	....	....	....	....	....	651	651
	Year to Date '80	....	....	....	....	....	....	....	4,974	4,974
	Year to Date '79	....	....	....	....	....	....	....	6,152	6,152
PLYMOUTH	Aug., '80	1,720	830	....	....	....	....	....	....	2,550
	Aug., '79	1,159	302	....	....	....	....	....	....	1,461
	Year to Date '80	13,671	6,461	....	....	....	....	....	....	20,132
	Year to Date '79	9,810	3,371	....	....	....	....	....	....	13,181
WESTERN STAR	Aug., '80	....	....	....	....	....	....	....	110	110
	Aug., '79	....	....	....	....	....	....	....	103	103
	Year to Date '80	....	....	....	....	....	....	....	740	740
	Year to Date '79	....	....	....	....	....	....	....	768	768
WHITE	Aug., '80	....	....	....	....	....	....	....	381	381
	Aug., '79	....	....	....	....	....	....	....	688	688
	Year to Date '80	....	....	....	....	....	....	....	3,518	3,518
	Year to Date '79	....	....	....	....	....	....	....	6,363	6,363
MISCELLANEOUS*	Aug., '80	26,524	....	....	....	1	243	121	138	27,027
	Aug., '79	20,499	....	6	....	3	243	146	189	21,086
	Year to Date '80	203,527	10	12	6	16	2,023	1,082	1,344	208,020
	Year to Date '79	174,887	10	37	3	22	1,609	977	1,571	179,116
TOTALS	Aug., '80	92,736	79,606	235	3	159	6,352	6,810	9,878	195,779
	Aug., '79	107,000	143,044	2,548	5	204	14,966	4,339	14,314	286,420
	Year to Date '80	771,886	768,813	4,896	196	1,532	40,491	53,970	78,386	1,720,170
	Year to Date '79	853,818	1,218,146	33,036	4,343	1,797	95,904	31,741	112,414	2,351,199

★—No Oklahoma registrations 1980 and 1979; Washington, August, 1980; Utah, August, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

In International Trade Commission brief

CU, economist back import stand

WASHINGTON. — Consumers Union, in a brief filed with the International Trade Commission, opposes any rollback of imports. CU has 220,000 members and its Consumer Reports has a circulation of more than 2.6 million.

The brief, filed jointly by CU and the Center for Law and Social Policy, also contains views of Dr. Walter Adams, whose services were obtained by the Public Interest Economics Foundation.

Adams, past president of Michigan State University and still an economics professor there, is well known in Washington. That is because of his role as a consultant to Congressional Small Business Committees and the Senate Judiciary Committee.

Adams contended that if the domestic industry has been injured or may be in the future, the injury is "essentially self-inflicted because of major managerial miscalculations of market demand" and is not caused by burgeoning imports.

Even if imports were restrained, he said, "there is no assurance that such action—while seriously damaging the public interest — would restore the health of the domestic industry or result in substantial recalls of unemployed workers."

The picture Adams paints of the domestic industry is one of noncompetition except in "nonessential forms of product differentiation such as style and model changes, accompanied by a cacophony of advertising."

Imports, he said, are not the cause of the industry's malaise. Instead, it was the combination of three factors: Recession; failure to adjust product mix to shifts in consumer demand, and the "investment policies of the U. S. manufacturers which neglected the conversion, modernization and expansion of their domestic plants, while putting substantial funds into their overseas facilities."

In connection with the last point, Adams noted that the volume of captive imports shows the domestic companies chose to supply the market by making or buying abroad rather than making them here at home.

He bolstered this by citing recent announcements about investing money abroad. This flight of capital abroad, Adams said, will not hasten modernizing or new plant in the U. S. nor will it help reemploy workers in the U. S.

To impose quotas, Adams said, would stifle the "only meaningful competition to which the domestic industry has been subjected since World War II."

It would raise prices of small cars and light trucks and thus exacerbate inflation, he said, and it is "not likely to induce an immediate shift from imports to domestically produced small cars," nor will it necessarily induce consumers to buy intermediate or full-size cars. It would undermine the country's efforts to save energy and reduce reliance on imported oil, he said, and it would not help alleviate the recession.

Finally, while quotas would mean higher prices and higher profits for the U. S. makers, they offer no assurance the additional money would be invested in the U. S. "rather than overseas or in Mexico or Canada," he said.

In a section of the Adams' paper, called Is There A Better Idea?, the economist asserted relaxed regulations are already helping and the change in chassis-cab tariff classification helps the industry as does trade adjustment assistance and supplemental unemployment benefits.

Rather than quotas or tariffs, Adams suggested monetary and fiscal policies to combat the recession and thus alleviate the disproportionate effect on cyclical industries, and granting of loan guarantees, direct loans or low interest loans "specifically designed to finance the construction of small car and light truck facilities within the U. S."

- The CU and Center for Law and Social Policy brief also argued that relief for the industry should come from Congress, not from quotas.

The brief is also insistent the domestic companies should not get sales and price protection without offering some quid pro quo that they will become fully competitive operating at high production and full employment in the U. S.

What is unique about the CU brief is evidence it appends that imported cars have higher ratings than their domestic counterparts.

"Of 95 new models rated in April, 1980, 41 were small cars," CU said. "Of these 41 models, 11 were domestically produced (excluding Volkswagens). Only one of these 11 models received a recommendation (as 'deserving buyer preference') from Consumers Union testers; 10 of the 39 imports received such a rating. (Two models were manufactured by Volkswagen in the U. S. and both received a recommendation.)"

The quality of imports was also attested to by readers of Consumer Reports who also favored imports for their fewer repair problems.

Comments asked by ITC on auto jack consent order

WASHINGTON. — The International Trade Commission (ITC) is requesting public comments on a proposed consent order concerning certain steel jacks imported from Canada.

The consent order arose from a complaint filed by Bloomfield Mfg. Co., Bloomfield, Ind., against three other steel jack manufacturers — J. C. Hallman Mfg. Co., Kitchener, Ont.; American Gage & Mfg. Co., Wauseon, O., and A. H. Bottorff Co., St. Joseph, Mo.

Bloomfield complained of alleged unfair acts and methods by the other three companies in the importation and sale of steel jacks.

Under the order, Bloomfield and American Gage must label all the jacks they sell to the effect that the jacks were assembled in the U. S. from component parts largely of foreign manufacture.

In addition, American Gage and Bottorff must stop using the phrases "malleable cast jack" and "cast jack" in their sales literature to describe jacks having components.

Also, American Gage must not refer to a shear pin safety device in connection with its jacks unless such a device is actually present in them, and Hallman and American Gage must stop providing each other with cost and pricing information.

The original of any comment on this order must be sent, along with 19 copies, to the Secretary of ITC by Oct. 31. Anyone who wants to submit a document to the ITC in confidence must request *in camera* treatment in writing from the secretary, including all reasons why secrecy should be granted. All non-confidential written submissions will be open to public inspection at the secretary's office.

Comments should be addressed to Kenneth R. Mason, Secretary, U. S. International Trade Commission, 701 E St. N.W., Washington, D. C. 20436.

factories list auction dates

American Motors

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

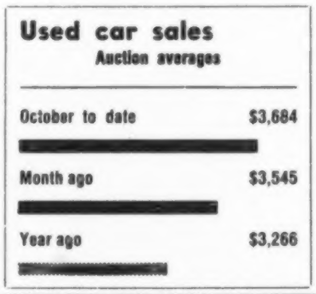
Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.



Model breakdown
Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,474	$6,350	$6,516
1979	5,035	4,787	5,022
1978	3,831	3,841	3,806
1977	3,130	3,240	3,258
1976	2,248	2,362	2,445
1975	1,811	1,741	1,808
1974	1,369	1,350	1,310
1973	1,105	1,167	963
Overall Average	$3,684	$3,545	$3,649

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Continued sales growth needed, ITC told

Honda says import curb could derail plant plans

Continued from Page 2

to its imports. This, says Honda, is unrealistic and inherently inequitable. Honda is proceeding on the assumption that it will be treated as a domestic company and any local content test would "eradicate that premise."

Even if Honda succeeded in getting enough U. S. content, it would not know until the last minute and if it missed, even by one percent, then the Hondas made in Ohio would be treated as though they were made in Japan. "Such a result would be draconian. Its mere possibility casts a cloud over Honda's future plans for the Ohio facility."

If ITC finds injury and recommends restraints, Honda says it is essential to treat Honda's Ohio production as domestic or else it may be "impossible for that project, or any similar project, to proceed." Honda wants total exclusion from any remedies for all cars made in a foreign trade zone—this would cover VWoA, American Honda, and Nissan if and when it decides to make light trucks in Tennessee or Georgia, or any other newcomer.

In addition, Honda said it needs a "moderate increase in imports during the next several years" to keep its dealers, develop its market, and finance the Ohio plant. But if Honda does not get total exclusion, then Honda says—agreeing with the Federal Trade Commission staff—tariffs are less harmful than quotas, which "would raise serious questions about the viability of the Ohio project."

The above is all predicated on the worst-case finding, since Honda believes the ITC should find that increased imports are not a substantial cause of injury to the domestic industry now or in the future.

Rep. Clarence J. Brown, Ohio Republican, said last week that President Carter's failure to try to negotiate voluntary auto import restrictions with Japanese manufacturers is the reason that construction of a Honda plant in Marysville, O. is now in jeopardy. Brown's district includes Marysville.

"The President was urged by UAW President Douglas Fraser last March to seek voluntary limits on Japanese auto exports to the U. S.," Brown said. "Fraser also suggested voluntary U. S. content percentages in Japanese cars sold here, and he asked the U. S. to encourage foreign auto makers to build plants here to provide jobs for American auto workers.

"I issued a statement supporting Fraser's position, and I have continued to urge the President to enter into such negotiations.

"Unfortunately, despite an expressed willingness of the Japanese government to reach mutually acceptable limits on auto exports to the U. S., President Carter has refused to initiate negotiations, citing 'legal difficulties' which many experts feel do not exist," Brown said.

"Nevertheless, I have joined as a co-sponsor of legislation which would assure that the President has such authority, but the leadership of the Democratic Congress failed to bring that legislation to the floor for a vote before recessing for the campaign."

He said the result is that the UAW and Ford Motor Co. have asked the International Trade Commission to impose import restrictions which Honda now says threaten the Marysville plant.

"This unnecessary confrontation is exactly the kind of reaction to be expected from protectionist trade policies," Brown said. "It is also the result that flows from the ineptitude of the Carter Administration.

"I have not given up hope that the Marysville plant will be built, however," he said. "I understand that Ford and the UAW still believe that voluntary restraints would make import quotas unnecessary, and I hope that Honda and other Japanese manufacturers will continue their willingness to discuss voluntary limits.

"The missing elements are leadership from the Carter Administration and a willingness from him to enter into negotiations which would result in limits that meet the needs of both countries."

SBA loans to auto dealers top the $200-million mark

Continued from Page 2

sistance program, the SBA has made the 70 loans available from a special fund earmarked for that purpose.

Frank Lopez and John Cini, co-partners in Southfield (Mich.) Dodge, for example, were approved for $300,000 which they planned to use to retire parts bills, increase their used-car inventory and bolster working capital for several years.

Nathan Conyers, a Detroit Ford dealer and president of the National Assn. of Minority Dealers, questioned that only three of eight Michigan minority dealers thus far had been approved.

Thieste countered by saying that no dealer application had been rejected to date.

Thieste added that among minorities, 58 had been approved for direct loans and 12 for guaranteed loans. There had been 111 minority applications altogether; there are 251 minority dealers in the U. S.

Chrysler Financial, which applied for approval as a participating Class B nonbank lender in the SBA program, is still being reviewed, with no decision yet on whether it would be approved, Thieste noted.

The pattern of loan approvals has been such that dealers in the far Western Coastal area; the far Eastern New England area, expressed lightest demand for loans, while Midwestern and Central U. S. dealers showed the heaviest interest.

For example, in four Midwestern states—Kansas, Nebraska, Iowa and Missouri — 207 loans were approved compared to 31 in California, Arizona and Nevada and 40 in a six-state New England area.

IMPORT REGISTRATION SHARES IN U. S.

JULY

	Regis., July, 1980	Percent Share of Market	Regis., July, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	51,183	23.73	43,287	19.56	+ 4.17
Datsun	44,891	20.81	39,605	17.90	+ 2.91
Honda	30,061	13.94	28,738	12.99	+ 0.95
Volkswagen	24,142	11.19	27,505	12.43	− 1.24
Mazda	13,340	6.19	13,515	6.12	+ 0.07
Subaru	10,305	4.78	10,072	4.55	+ 0.23
Fiesta	5,185	2.40	8,753	3.95	− 1.55
Volvo	4,647	2.15	5,431	2.45	− 0.30
Mercedes	4,412	2.05			
Arrow	4,075	1.89			
Fiat			6,917	3.12	
Colt			6,752	3.05	
All Others	23,436	10.87	30,722	13.88	− 2.41
TOTAL	215,677		221,297		
Share of U.S. Total		30.12		24.17	+ 5.95

SEVEN MONTHS

	Regis., 7 mos., 1980	Percent Share of Market	Regis., 7 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	344,707	23.43	265,276	19.16	+ 4.27
Datsun	311,240	21.15	246,382	17.80	+ 3.35
Honda	203,741	13.85	201,759	14.57	− 0.72
Volkswagen	148,752	10.11	183,902	13.28	− 3.17
Mazda	88,728	6.03	81,276	5.87	+ 0.16
Subaru	69,812	4.74	59,382	4.29	+ 0.45
Fiesta	41,155	2.80	46,702	3.37	− 0.57
Arrow	37,344	2.54			
Colt	34,378	2.34	39,545	2.86	− 0.52
Mercedes	29,178	1.98			
Fiat			36,941	2.67	
Volvo			31,084	2.25	
All Others	162,253	11.03	192,129	13.88	− 2.85
TOTAL	1,471,288		1,384,378		
Share of U.S. Total		28.21		22.15	+ 6.06

Registrations not available for Oklahoma, delayed for Illinois.

But 215,677 total is 30 pct. of U. S. market

Import registrations off in July

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in July compared with a year earlier, but the total was up from June and it was the sixth highest for any month in history, according to figures compiled by R. L. Polk & Co.

New import registrations in July totaled 215,677, down 2.54 percent from 221,297 in July a year ago, the record for that month. But only five months in history have exceeded this July in total import registrations.

Import penetration of the total U. S. market in July was a record 30.12 percent, up from 24.17 a year earlier.

For the first seven months of 1980, import registrations continued to run ahead of last year's record pace, totaling 1,471,288, up 6.28 percent from 1,384,378.

Imports accounted for 28.21 percent of U. S. new-car registrations in the first seven months, compared with 22.15 percent last year.

- All the Japanese nameplates in the top 10 imports improved their market shares in July compared with a year ago.

Biggest gain was by front-running Toyota, which jumped 4.17 percentage points to take 23.73 percent of import registrations in July. Next was No. 2 Datsun, up 2.91 points to 20.81 percent.

Other gainers were Honda, up 0.95 of a point to 13.94; Mazda, up 0.07 of a point to 6.19 percent; Subaru, up 0.23 of a point to 4.78 percent.

Losers in market share compared with a year earlier were Volkswagen, down 1.24 points to 11.19 percent; Fiesta, off 1.55 points to 2.40 percent, and Volvo, down 0.30 of a point to 2.15 percent.

Rounding out the top 10, Mercedes-Benz accounted for 2.05 percent of the total and Arrow 1.89 percent. Neither was in the top 10 a year earlier.

The top 10 imports accounted for 89.13 percent of total import registrations in July, up from 86.12 percent a year earlier. For the first seven months, the top 10 accounted for 88.97 percent, compared with 86.12 percent last year.

Japanese nameplates accounted for 73.83 percent of the July import market, up from 68.22 percent a year earlier, but off from 75.65 percent in June.

Registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 159,244 (150,966); West Germany, 40,874 (48,057); Sweden, 5,884 (6,677); United Kingdom, 3,596 (5,344); Italy, 3,142 (7,446), and France, 2,937 (2,807).

Registrations by country of origin in the first seven months of 1980, with year-earlier figures in parentheses, were: Japan, 1,103,675 (952,495); West Germany, 268,181 (309,343); Sweden, 36,319 (39,976); Italy, 27,190 (40,588); France, 20,670 (16,425), and UK, 15,253 (25,550).

Registrations of imported trucks in July totaled 44,854, down 0.09 percent from 44,893 a year earlier. But July registrations were up from 39,559 in June.

Registrations of imported trucks in July, with year-earlier figures in parentheses, were: Toyota, 11,606 (12,472); Datsun, 9,469 (11,104); LUV, 6,938 (8,048); Courier, 5,995 (5,704), and others, 10,846 (7,565).

The truck import total for the first seven months of 1980 was 312,571, up 9.04 percent from 289,299 last year.

Registrations of imported trucks in the first seven months, with year-earlier figures in parentheses, were: Toyota, 80,731 (71,007); Datsun, 64,361, (65,581); LUV, 51,346 (59,599); Courier, 44,875 (46,000), and others, 71,258 (47,112).

Pontiac plans P-car for '83, a sporty, 2-seat commuter

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used on prototypes with X-car-derived MacPherson struts at the rear. Rack-and-pinion steering, radial tires and four-wheel disk brakes will be standard, though one source said disk brakes may end up being too costly for the P-car.

Pontiac hopes to sell the P-car for $8,500 in 1983 and has plans to build at least 75,000 units the first year. The division is said to be eyeing its old home plant in Pontiac, Mich., as a potential sourcing point for the car.

Ford Motor's "Optim" program centers are lightweight two-passenger and four-passenger commuter cars with fiberglass bodies and front-drive powertrains. They are, one source said, considerably smaller than the P-car.

The two-passenger model is said to have a wheelbase of about 72-73 inches and curb weight of about 1,300 pounds, while the four-passenger will have a 84-85-inch wheelbase and weight of about 1,400 pounds. Tread has been set at 48 inches.

An overhead-valve 900-cc L-3 and an overhead-valve 1.2-liter L-4 are the proposed Optim powertrains, a source said. Diesel versions of those two engines are also under consideration.

Loan board won't intervene in Chrysler plant closings

WASHINGTON. — Chrysler Corp. holds the key to more deeply involving the UAW in plant closing decisions, according to Treasury Secretary G. William Miller.

UAW Vice President Marc Stepp had accused the government's Loan Guarantee Board of pushing Chrysler to close plants to streamline operations, but in a two-hour meeting last week, Miller emphatically denied those charges.

"Any decision to give the union more input into proposed plant closings is up to Chrysler," he said.

Miller heads the board authorized by Congress to oversee $1.5 billion in federal guarantees to the ailing Chrysler Corp.

Stepp said he was satisfied the Loan Guarantee Board had not been pressuring Chrysler to close plants and conceded the decision to allow the UAW a voice in plant closing decisions was not "the board's decision to make," but Chrysler's.

He also said he was heartened by the Chrysler assurances that the Missouri truck plant "had been taken off the market" and the proposed sale of the Detroit-area Eldon Ave. and Detroit Forge plants will be reviewed.

Chrysler has indicated it will go ahead and sell the Detroit glass plant and a New Castle (Ind.) facility, he said.

According to a UAW spokesman, Chrysler has assured the union it will seek its input on future plant closings.

153,647 cars built last week

Auto production takes an upturn

Production for the 1981 models continues to increase as U.S. auto makers strive to get the new cars to the dealerships.

Last week's planned production of 153,647 units was up 3.62 percent from the previous week's totals of 148,268, but still down 12.28 percent from the 175,165 cars assembled in the comparable week in 1979.

Planned production of 90,977 units at General Motors was up 9.13 percent from the 83,362 cars assembled in the previous week, although down 17.20 percent from the 109,884 built in the equivalent week last year.

Chrysler Corp. also scheduled an increase last week with 23,070 units planned, up 8.52 percent over the previous week's totals of 21,258, and up 7.76 percent fro mthe 19,727 cars assembled in the comparable week in 1979.

Ford Motor Company was scheduled to build 31,480 cars last week, off 8.40 percent from the 34,369 units assembled in the previous week, and down 13.58 percent from the 36,430, built in the comparable week last year.

Ford was scheduled to resume operations today (Oct. 27) at its Lorain, (O.) facility, which had been down for a week to balance inventories. The move will return 3,700 hourly workers to the job.

Saturday overtime was scheduled at eight plants: GM — Detroit Cadillac, Tarrytown and Oklahoma City (Citation/Phoenix/Skylark) and Willow Run (Omega); Chrysle r— Newark and Jefferson (Aries/Reliant), and Ford — Louisville (Ford) and Wixom (Lincoln/Mark VI).

Year-to-date production of 5,230,249 is down 27.58 percent from last year's equivalent year-to-date production of 7,222,032.

Truck production down 1.7 percent from week ago

With the Saturday overtime at two General Motors truck plants offset by downtime at Chrysler Corp. and Ford Motor Co. plants, U. S. truck output last week fell slightly from the previous week.

Scheduled U. S. truck production of 35,297 last week was down 1.70 percent from the previous week's total of 35,908, and down 20.13 percent from the 44,193 units produced in 1979 in the comparable week.

Chrysler's Warren plant remained down last week for inventory adjustment. The plant was scheduled to reopen today (Oct. 27).

General Motors' Baltimore and St. Louis truck plants worked overtime last Saturday after GM lost three days of production at Baltimore the previous week because of a strike at its Parma (O.) parts plant.

Ford Motor Co. closed its Lorain (O.) truck plant (Econoline/Club Wagon) last week. It is also scheduled to reopen today (Oct. 27).

The truck makers' year-to-date totals through Oct. 25 of 1,266,827 showed a decline of 52.01 percent from last year's 2,639,797.

Line-speed hike at GM boosts Canadian output

An increase in the line speed for both cars and trucks at General Motors of Canada helped push last week's car and truck output ahead of the previous week and a year ago.

Beginning Oct. 6, GM began increasing its line speeds at the Scarborough van plant and the Oshawa car assembly plant with full capacity being reached Oct. 10. The line speed at Scarborough jumped from 21 to 26 units per hour while production of the full-size Chevrolet and Pontiac at Oshawa increased from 50 to 55 per hour. The move added 1,050 employes.

Scheduled car production last week in Canada, the first full week of GM's line speed increase, was 21,214, up 19.46 percent from the 17,758 built the previous week and 17.02 percent from the 18,127 completed in the year ago week.

Planned truck output last week was 13,561, up 52.85 percent from the previous week and 52.98 percent from the year ago week.

So far this year the auto makers have completed 686,625 units, off 16.60 percent from the comparable 1979 period.

breaking news

Continued from Page 1

California may give diesels a break

WASHINGTON. — Diesel makers struggling to comply with California's tough emission standards may be getting a break. The state's Air Resources Board is proposing to change the 1982 standard for NOx from 1.0 grams per mile for 100,000 miles or 0.4 gpm for 50,000 miles to 1.2 gpm for 50,000 miles for light-duty diesels and to 1.5 gpm for 100,000 for turbocharged diesels. The CARB is also proposing to adopt the federal particulate standard and drop its hydrocarbon exhaust emissions allowance for vehicles with low evaporative emissions. It has scheduled a hearing for Dec. 2 in San Diego.

VW looks ahead to '82

DETROIT. — Volkswagen of America officials confirmed last week that the U. S. introduction of the all-new VW Dasher will be delayed until the 1982 model year. The '82 Dasher will get redesigned sheet metal, with hatchback and notchback sedans available. The sporty Scirocco also is scheduled to be reskinned in '82, according to VWoA officials. In addition, the company is planning to offer a diesel version of the Jetta sports sedan in late '81. By the time VW's second U. S. assembly plant opens in Sterling Heights, Mich., in late '82, the firm will be getting diesel engines from Brazil and gas engines from Mexico, according to President James McLernon.

Steel price boost may be jawboned

PITTSBURGH. — Some members of the steel and automotive industries are skeptical about the durability of a $37-a-ton increase by U. S. Steel on hot and cold rolled sheet — heavily used by Detroit. They think jawboning will kill it.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHEVROLET	11,821	16,012	9,898	38,901	840,874	365,878
DODGE/PLYMOUTH		4,889	48	4,912	277,714	105,788
FORD	13,510	10,273	17,294	58,172	904,091	464,664
GMC	4,714	5,664	3,211	14,160	291,599	131,959
INTERNATIONAL	1,814	2,844	1,940	6,875	113,595	54,969
MACK	413	761	456	1,508	30,979	19,348
JEEP	1,740*	2,500	1,740*	6,360*	125,990	64,195*
AMC CORP.	85*	450	85*	369*	20,505	6,119*
VOLKSWAGEN	650		686	2,047		22,582
MISCELLANEOUS	550*	800	550	1,980	34,450	31,325
Total Trucks, U. S.	35,297	44,193	35,908	135,284	2,639,797	1,266,827

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHRYSLER CORP.	1,888		1,395	6,117	48,384	42,874
FORD MOTOR	4,532	1,150	3,563	15,710	193,925	152,495
GENERAL MOTORS	6,814	6,092	3,656	20,108	242,422	199,888
AMERICAN MOTORS		1,060			45,566	11,644
INTERNATIONAL	295	478	237	1,012	17,206	13,947
MACK	32	84	33	115	3,167	17,771
Total Trucks, Canada	13,561	8,864	8,884	43,062	550,670	422,618
N. American Trucks	48,858	53,342	44,792	178,346	3,190,467	1,689,445

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
AMERICAN MOTORS	3,480*	4,750*	3,480*	12,560*	147,783	142,328*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	23,070	19,727	21,258	71,581	775,826	516,271
Plymouth Total	11,040	8,145	10,147	35,455	313,409	237,775
Horizon	3,470	3,671	3,634	10,032	142,356	133,304
Volare		3,846			160,186	51,740
'80 Gran Fury	100	379	131	376	3,065	13,712
Caravelle	120	249	110	410	7,802	5,311
Reliant	7,350		6,272	21,637		33,708
Chrysler Total	2,380	3,535	2,449	8,458	160,540	66,463
Chrysler	1,180	906	1,154	3,874	71,727	15,580
LeBaron	1,200	2,629	1,295	4,584	88,813	50,883
Dodge Total	9,650	8,047	8,662	27,668	301,877	212,024
Omni	2,700	3,116	2,486	9,050	124,572	111,420
St. Regis	300	321	315	985	23,608	11,764
Diplomat	700	1,405	764	2,617	42,936	25,199
Aspen		3,205			110,761	36,899
Aries	5,950		5,097	15,016		26,742
FORD MOTOR	31,480	36,430	34,369	108,032	1,793,752	1,036,231
Ford Division	22,144	26,436	24,328	73,549	1,198,349	743,767
Pinto		3,290			156,487	68,179
Mustang II/Mustang	5,691	7,443	4,568	15,677	325,099	198,298
Fairmont	3,047	6,707	3,000	6,220	182,905	176,894
Granada	4,644	3,441	5,112	16,622	126,465	84,789
LTD II					22,746	
Thunderbird		3,867	3,285	6,427	234,039	97,100
Ford	2,436	1,688	2,438	8,568	150,608	76,025
Escort	6,326		5,925	20,035		42,482
L-M Division	9,336	9,994	10,041	34,483	595,403	292,464
Mercury Total	7,414	6,413	8,358	27,931	462,842	253,032
Bobcat		742			40,942	12,445
Capri	1,391	2,812	920	4,307	97,030	57,323
Zephyr	795	1,718	857	2,232	53,767	57,566
Monarch		1,141			54,783	16,409
Cougar/XR7	1,805		3,126	9,033	125,715	51,063
Mercury	1,289		1,104	4,692	90,605	43,684
Lynx	2,134		2,151	7,667		14,542
Lincoln Total	1,922	3,581	1,683	6,552	132,561	39,432
Lincoln	874	1,469	612	2,558	65,089	16,069
Versailles		218			10,626	1,861
Mark VI	1,048	1,894	1,071	3,994	56,846	21,502
GENERAL MOTORS	90,977	109,884	83,362	308,529	4,358,386	3,372,481
Buick Division	16,844	18,056	14,019	54,926	645,520	640,814
Skyhawk		1,060			20,606	
Skylark/'79-'80	4,571	3,127	3,206	14,181	91,135	180,598
Century	3,480	2,558	3,690	13,054	50,748	139,425
Regal	4,503	4,979	3,187	13,748	220,492	166,158
Buick	3,350	4,984	2,986	10,568	215,234	119,307
Riviera	940	1,348	950	3,375	47,305	35,326
Cadillac Division	4,178	6,810	4,602	16,029	291,038	161,485
Seville	610	1,222	620	2,465	38,203	27,765
Cadillac	2,308	4,597	2,723	9,074	196,022	90,318
Eldorado	1,260	991	1,253	4,490	56,813	43,402
Chevrolet Division	39,645	47,407	35,023	134,105	1,934,081	1,460,554
Chevette	9,000	9,017	8,997	32,605	352,561	386,092
Monza	2,780	3,991	2,661	9,993	134,623	137,684
Camaro	2,237	4,849	2,070	7,757	226,634	100,554
Nova/Citation	11,416	7,683	8,582	36,160	248,323	385,256
Malibu	6,429	8,380	5,787	21,714	338,638	221,098
Monte Carlo	4,383	4,665	3,510	13,687	198,513	95,407
Chevrolet	2,400	7,857	2,417	8,663	394,004	97,798
Corvette	1,000	965	999	3,526	40,785	36,665
Oldsmobile Division	17,130	22,107	16,801	57,721	864,010	625,925
Starfire		473			18,086	
Omega/'79-'80	2,500	1,524	1,847	7,675	42,645	94,889
Cutlass	8,365	10,842	8,806	28,489	449,065	312,640
Oldsmobile	5,410	7,942	5,283	18,529	309,888	187,944
Toronado	855	1,326	865	3,028	44,326	30,452
Pontiac Division	13,180	15,504	12,917	45,748	623,737	483,703
Acadian†	280	304	222	933	15,145	17,101
Sunbird	3,620	2,862	3,846	13,310	87,907	124,828
Phoenix/'79-'80	3,272	1,771	2,662	10,803	68,752	118,037
Firebird	1,993	3,800	1,912	4,053	168,838	66,539
LeMans	1,895	1,760	1,896	6,828	77,340	50,892
Grand Prix	1,880	2,356	1,879	7,581	79,339	59,671
Pontiac	240	2,651	500	2,240	126,416	46,635
VOLKSWAGEN	4,550	4,265	5,710	15,528	142,146	160,334
CHECKER	90*	109	89	320	4,139	2,604
Total Cars, U. S.	153,647	175,165	148,268	516,550	7,222,032	5,230,249

CANADIAN CAR PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHRYSLER CORP.	2,400	3,699	1,902	8,147	103,370	62,484
FORD MOTOR	6,244	1,717	5,553	18,360	245,387	210,764
GENERAL MOTORS	12,345	12,486	10,123	40,602	467,502	405,202
VOLVO	225	225	180	746	7,035	8,175
Total Cars, Canada	21,214	18,127	17,758	67,855	823,294	686,625
N. American Cars	174,861	193,292	166,026	584,405	8,045,326	5,916,874
N. American Trucks	48,858	53,342	44,792	178,346	3,190,467	1,689,445
North American Cars and Trucks	223,719	246,634	210,818	762,751	11,235,793	7,606,319

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Aston Martin Lagonda gets NHTSA exemption

WASHINGTON. — NHTSA said it will exempt Aston Martin Lagonda, Inc., from the 1979 and 1980 CAFE standards of 19 MPG and 20 MPG, respectively, and instead require that the firm's fleet average 11.5 MPG and 12.1 MPG in those years.

NHTSA said it also was proposing to grant Rolls-Royce an exemption from the same standards and instead require that the firm's fleet averages for 1979 and 1980 be 10.8 MPG and 11.1 MPC, respectively.

Under the Motor Vehicle Information and Cost Savings Act, manufacturers with less than 10,000 units annual production can obtain exemptions from CAFE standards and thus preclude fines levied against makers which don't meet the standards.

129,021 cars assembled for week

Auto production shows 6 pct. gain

By Michele Raquepau
Staff Writer

Auto production last week by U. S. makers of 129,021 rose 6.76 percent over the 120,849 of the previous week, but dropped 18.99 percent from the 159,261 of the comparable 1979 week.

The year's cumulative output of 4,514,131 is a 29.07 percent decline from the 6,364,606 cars assembled by this date in 1979.

Chrysler Corp. produced 13,700 units last week, and has 9.35 percent of year-to-date production.

Chrysler's Lynch Rd. plant (Chrysler, Plymouth), which was scheduled to begin 1981-model output Sept. 11, is scheduled to begin production Sept. 29.

All other Chrysler auto assembly plants worked regular hours last week and are scheduled to work regular hours this week. The Jefferson point (Aries, Reliant) worked one eight-hour shift of overtime last Saturday and is scheduled to work five nine-hour shifts this week.

General Motors produced 80,855 autos last week. GM has 65.06 percent of the year's cumulative output.

Last week, all GM auto assembly plants worked regular hours and three plants worked overtime. Oklahoma City (Citation, Phoenix) worked two eight-hour shifts last Saturday. Buick Flint and the Pontiac home plant worked one eight hour shift last Saturday.

All GM plants are scheduled to work regular hours this week.

American Motors built 3,571 units last week and has 2.76 percent of the year's production.

Last Tuesday, workers at AMC's Kenosha plant staged a wildcat strike. Tentative agreement was reached between AMC and UAW officials last Thursday, and workers were requested to return to work.

AMC officials said regular hours are planned for Kenosha this week.

Ford Motor Co. assembled 29,634 autos last week. Ford has 19.60 percent of the year's total output.

All Ford auto assembly plants worked regular hours last week and are scheduled to work normal hours this week.

Volkswagen of America produced 1,174 cars last week. VWoA has 3.18 percent of the year-to-date production.

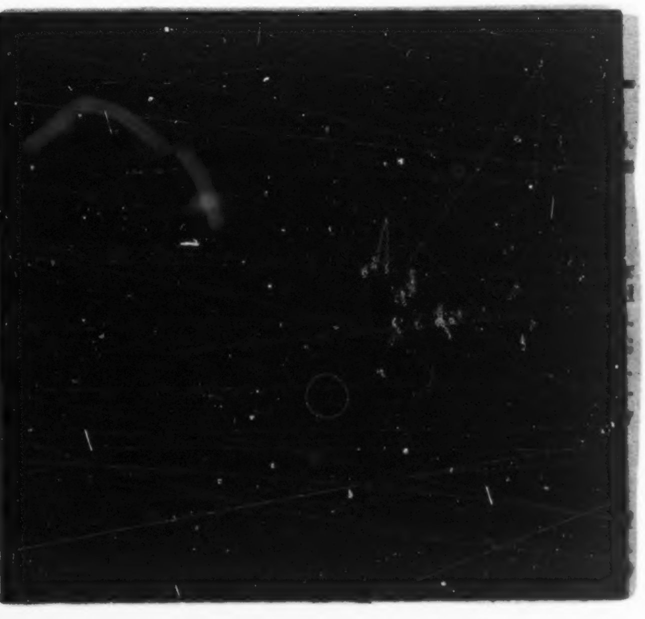
VWoA resumed production last week after being closed for changeover to 1981-model production.

Checker Motors assembled 87 units last week and has 0.05 percent of the year's total.

Peugeot adds dealership, returns to Puerto Rico

LYNDHURST, N. J. — Peugeot is returning to Puerto Rico after an absence of four years.

Pacific Auto Sales Corp., of Hato Rey, Puerto Rico, has been appointed a Peugeot dealer. Alfonso Valdes Jr. is president of the dealership.



U. S. CAR PRODUCTION

	Week Ended Sept. 20, 1980	Same Week 1979	Week Ended Sept. 13, 1980	Sept. to Date	Jan. 1, to Sept. 22, 1979	Jan. 1, to Sept. 20, 1980
AMERICAN MOTORS	3,571*	4,750	3,571*	10,713*	122,345	124,797*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	13,700	19,822	11,125	33,358	681,651	422,080
Plymouth Total	6,150	7,850	4,936	15,055	274,374	192,005
Horizon	3,350	3,351	3,372	9,484	124,336	115,333
Volare		3,887			140,979	51,740
'80 Gran Fury		378			2,418	13,311
Caravelle	100	234	99	263	6,641	4,684
Reliant	2,700		1,465	5,308		6,937
Chrysler Total	1,350	4,795	1,401	3,874	143,720	55,817
Chrysler		2,123			67,964	11,516
LeBaron	1,350	2,672	1,401	3,874	75,756	44,301
Dodge Total	6,200	7,177	4,788	14,429	263,557	174,258
Omni	2,900	2,769	2,712	7,746	108,989	98,735
St. Regis		433			22,861	10,724
Diplomat	700	1,318	677	1,905	35,864	21,629
Aspen		2,657			95,843	36,899
Aries	2,600		1,399	4,778		6,271
FORD MOTOR	29,634	30,638	29,096	80,520	1,601,751	884,761
Ford Division	19,915	21,796	19,589	53,940	1,067,933	639,201
Pinto		3,192			140,060	68,179
Mustang II/Mustang	4,083	8,410	5,447	13,755	286,898	176,223
Fairmont	2,956	3,019	2,803	8,064	157,126	165,339
Granada	3,331		2,980	8,257	115,892	62,722
LTD II					22,746	
Thunderbird	2,769	5,235	3,002	7,814	208,665	87,446
Ford	2,018	1,940	1,690	5,058	136,546	64,747
Escort	4,758		3,667	10,992		14,545
L-M Division	9,719	8,842	9,507	26,580	533,818	245,560
Mercury Total	8,073	5,887	7,838	21,940	419,504	215,006
Bobcat		724			37,139	12,445
Capri	1,373	2,247	1,680	4,392	83,614	52,506
Zephyr	892	663	1,066	2,683	47,920	53,672
Monarch					50,589	16,409
Cougar/XR7	2,964	2,253	2,640	7,571	114,760	38,112
Mercury	1,292		1,304	3,648	85,482	37,146
Lynx	1,552		1,148	3,646		4,716
Lincoln Total	1,646	2,955	1,669	4,640	114,314	30,554
Lincoln	748	1,486	759	2,108	56,772	12,659
Versailles					9,869	1,861
Mark VI	898	1,469	910	2,532	47,673	16,034
GENERAL MOTORS	80,855	98,892	76,966	213,908	3,838,259	2,936,985
Buick Division	15,354	15,809	14,534	38,703	562,315	562,840
Skyhawk		607			17,491	
Skylark/'79-'80	3,740	3,266	3,558	10,017	74,854	160,421
Century	3,558	1,864	3,417	8,780	40,196	121,403
Regal	4,531	4,705	4,256	10,927	196,611	146,149
Buick	2,605	4,345	2,481	6,905	192,608	104,419
Riviera	920	1,022	822	2,074	40,555	30,448
Cadillac Division	4,385	5,870	4,207	10,921	257,166	139,618
Seville	960	618	926	2,233	32,069	24,136
Cadillac	2,120	4,120	2,029	5,671	173,592	78,342
Eldorado	1,305	1,132	1,252	3,017	51,505	37,140
Chevrolet Division	38,909	46,113	37,053	102,457	1,701,083	1,273,306
Chevette	9,030	9,280	9,035	25,011	307,392	340,728
Monza	2,780	3,462	3,029	8,264	116,348	123,510
Camaro	2,620	4,254	2,435	6,777	203,473	89,275
Nova/Citation	9,404	7,875	8,062	21,923	210,176	335,839
Malibu	7,145	8,818	6,807	19,310	296,172	189,907
Monte Carlo	4,730	4,613	4,514	12,282	175,360	76,202
Chevrolet	2,400	6,863	2,373	6,653	356,023	85,844
Corvette	800	948	798	2,237	36,139	32,001
Oldsmobile Division	12,415	17,872	11,851	32,726	766,877	548,115
Starfire		300			15,606	
Omega/'79-'80	1,905	1,255	1,739	4,979	35,093	84,445
Cutlass	5,105	10,746	4,903	13,178	394,618	274,589
Oldsmobile	4,910	4,831	4,727	13,386	282,715	162,453
Toronado	495	740	482	1,183	38,846	26,628
Pontiac Division	9,792	13,228	9,321	29,101	550,818	413,106
Acadian†	250	377	269	1,007	13,397	15,816
Sunbird		2,307		2,608	75,677	103,020
Phoenix/'79-'80	2,455	2,155	2,526	6,360	58,337	103,279
Firebird	1,457	3,355	1,516	4,098	148,899	57,618
LeMans	1,670	1,947	1,444	4,356	68,052	41,978
Grand Prix	3,025	1,396	2,615	8,057	71,764	48,357
Pontiac	935	1,691	951	2,615	114,692	43,038
VOLKSWAGEN	1,174	5,057		1,174	117,106	143,343
CHECKER	87*	102	91	250	3,494	2,165
Total Cars, N. S.	129,021	159,261	120,849	339,923	6,364,606	4,514,131

CANADIAN CAR PRODUCTION

	Week Ended Sept. 20, 1980	Same Week 1979	Week Ended Sept. 13, 1980	Sept. to Date	Jan. 1, to Sept. 22, 1979	Jan. 1, to Sept. 20, 1980
CHRYSLER CORP.	2,400	4,038	2,230	6,508	86,789	51,130
FORD MOTOR	5,968	1,512	986	11,654	221,097	183,822
GENERAL MOTORS	12,314	12,179	10,106	28,082	408,984	348,949
VOLVO	225	87	225	630	6,097	7,233
Total Cars, Canada	20,907	17,816	13,547	46,874	722,967	591,134
N. American Cars	149,928	177,077	134,396	386,797	7,087,573	5,105,265
N. American Trucks	44,804	60,496	39,658	116,408	2,931,758	1,448,435
North American Cars and Trucks	194,732	237,573	174,054	503,205	10,019,331	6,553,700

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

U. S. truck output rises for week; total is 32,345

Truck production by U. S. makers last week of 32,345 rose 9.23 percent from the 29,613 of the previous week.

Last week's output was a 33.48 percent decline from the 48,622 trucks built in the comparable 1979 week.

Year-to-date production of 1,086,010 is a 55.55 percent drop from the 2,443,093 units assembled by this date in 1979.

Chevrolet has 28.94 percent of the year's cumulative production, and GMC has 10.35 percent. All General Motors' truck assembly points worked regular hours last week and are scheduled to work regular shifts this week.

Dodge has 8.89 percent of year-to-date output. Chrysler's Warren truck point worked regular hours last week and plans to work regular hours this week.

Ford Motor Co. has 35.93 percent of the year's production. Ford's Ohio truck plant and its Lorain van line were down last week and will remain down this week.

The breakdown for the other truck makers is: International, 4.23 percent; Mack, 1.58 percent; Jeep, 5.08 percent; AM General Corp., 0.50 percent; Volkswagen 1.87 percent, and miscellaneous, 2.63 percent.

Freightliner Corp., one of the miscellaneous group, announced last week that it is permanently closing its Chino (Calif.) truck assembly plant.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 20, 1980	Same Week 1979	Week Ended Sept. 13, 1980	Sept. to Date	Jan. 1, to Sept. 22, 1979	Jan. 1, to Sept. 20, 1980
CHEVROLET	8,834	15,694	5,153	18,610	775,548	314,279
DODGE/PLYMOUTH	3,000	4,943	2,810	7,910	265,536	96,485
FORD	11,675	14,459	14,523	35,244	850,125	390,252
GMC	3,514	6,422	2,061	7,184	264,081	112,385
INTERNATIONAL	1,985	2,798	1,949	5,614	99,555	45,893
MACK	400	706	374	1,107	27,347	17,208
JEEP	1,905*	2,400	1,905*	5,715*	112,150	55,170*
AM CORP.	238*	450	238*	714*	18,251	5,436*
VOLKSWAGEN	166			166		20,349
MISCELLANEOUS	628*	750	600	1,728	30,500	28,553
Total Trucks, U. S	32,345	48,622	29,613	83,992	2,443,093	1,086,010

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 20, 1980	Same Week 1979	Week Ended Sept. 13, 1980	Sept. to Date	Jan. 1, to Sept. 22, 1979	Jan. 1, to Sept. 20, 1980
CHRYSLER CORP	1,888	1,425	1,640	4,795	42,330	34,400
FORD MOTOR	4,290	2,401	3,602	13,587	173,546	130,691
GENERAL MOTORS	5,766	6,422	4,285	12,585	212,864	171,520
AMERICAN MOTORS		1,059			11,765	11,644
INTERNATIONAL	475	475	476	1,335	15,409	12,545
MACK	40	92	42	114	2,751	1,625
Total Trucks, Canada.	12,459	11,874	10,045	32,416	488,665	362,425
N. American Trucks	44,804	60,496	39,658	116,408	2,931,758	1,448,435

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canadian output rises for week, also tops 1979

Auto production by Canadian makers last week of 20,907 increased 54.33 percent over the 13,547 of the previous week, and rose 17.35 percent from the 17,816 of the comparable 1979 week.

Year-to-date car output of 591,134 is a 18.23 percent slide from the 722,967 units built by this date in 1979.

Chrysler Corp. assembled 2,400 cars last week and has 8.65 percent of the year's cumulative production.

Ford Motor Co. built 5,968 units last week. Ford has 31.30 percent of year-to-date production.

General Motors assembled 12,314 autos last week bringing the company's share of the year's output to 59.03 percent.

Volvo built 225 units last week and has 1.22 percent of year-to-date production.

Production of trucks in Canada last week of 12,459 jumped 24.03 percent from the 10,045 of the previous week.

Last week's output rose 4.93 percent over the 11,874 trucks assembled in the comparable 1979 week.

The 362,425 trucks produced so far this year are a 25.83 percent decline from the 488,665 assembled by this time in 1979.

GM has the largest share of year-to-date production with 47.33 percent.

American Motors' Brampton plant, which has been closed for conversion to production of cars, is scheduled to open the week of Nov. 1. AMC has 3.21 percent of the year's cumulative output.

The breakdown for the other truck makers is: Chrysler, 9.49 percent; Ford, 36.06 percent; International, 3.46 percent, and Mack, 0.45 percent.

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House hears Carter stand on Japanese

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The Carter Administration's position on Japanese auto trade, according to Ambassador Robert Hormats, deputy trade representative, is to allow the International Trade Commission to run its course and then have the President make a decision based on its recommendation with the safeguard of Congressional override.

This position, stated at a series of hearings before two subcommittees of the House Foreign Affairs Committee, is at odds with that taken by Michigan Congressmen who appeared a day earlier to urge that Congress act on one of several resolutions and that the President start work toward a voluntary agreement with the Japanese to restrain imports.

The pending business before the committee is a resolution introduced by Rep. Carl Pursell, Michigan Republican, and cosponsored by three other Michigan Representatives — Democrats William Brodhead and James Blanchard and Republican Robert Davis.

It would restrain temporarily Japanese car exports to the U. S., make a more "equitable relationship between prices charged in domestic and foreign sales," and eliminate trade barriers affecting sale of U. S. products in Japan.

While both Michigan Senators —Democrats Don Riegle and Carl Levin—support this resolution, they prefer theirs that specifically gives the President clear negotiating power. Levin's viewpoint is that something

Continued on Page 44, Col. 1

Granada for '81

Restyled for changing market

Ford's Granada for 1981 has been completely redesigned, downsized somewhat to meet the demand for greater fuel economy and to maintain its image as a family-size vehicle. Sheet metal is all new, wheelbase and overall length have been shortened and it has a smaller base engine, a four rather than the 1980 six. Story, other pictures are on Page 24.

More Renault money to be poured into AMC

By Edward Lapham
Financial Editor

DETROIT. — American Motors and Renault have a new $200 million financing agreement which could boost the French auto maker's share of AMC from 4.6 percent to 46.4 percent by the end of the year and as high as 55 percent if all options are exercised.

The agreement, which will substantially restructure AMC's financial situation, improve its debt to equity ratio, provide capital for future product plans and increase the company's ability to place a new credit instrument, contains a number of stages.

First, at a special shareholder meeting, which will most likely be held in Detroit during the first two weeks of December, AMC shareholders will be asked to approve sale of 20 million shares of AMC common stock to Regie Nationale des Usines Renault for $122.5 million ($6.125 a share).

Following shareholder approval, AMC will convert $45 million in 9 percent convertible debentures issued to Renault last year. Those two transactions will increase the number of outstanding AMC shares from 32 million to 57 million, with Renault holding 26.4 million shares, or 46.4 percent.

The AMC board also will elect "up to" three additional directors from Renault at that time. There are now 13 directors including two from Renault.

The next financial phase will come in the first quarter of 1981, perhaps as early as January, when AMC will make a $100 common stock rights offering to all shareholders on a pro-rata basis for $5 a share.

Renault will purchase its "share," up to $45 million depending on the success of the rights offering. Regardless of the "success," Renault said it will not use the offering to push its holding of total outstanding shares past 49.9 percent.

• The third phase, which is linked to the outcome of the rights offering because Renault has committed to a total equity investment of at least $200 million, involves a new issue of 10-percent preferred stock. "Sometime after June, 1981 but before December, 1982," an AMC official said.

The preferred stock will be valued at $28 a share (with a $2.80 dividend) and each share will have four warrants for purchase of one AMC common share at $7 a share.

This preferred stock issue will

Continued on Page 41, Col. 1

breaking news

Ford to buy Escort five-speed from Japan

DEARBORN.—Ford Motor will purchase five-speed overdrive transaxles from Toyo Kogyo for use in Escort and Lynx, beginning with the '82 model year, sources say. The Ford subcompacts now are fitted with a TK-built four-speed. Ford also plans to buy four-cylinder diesels from TK in 1983-84 for use in Escort and the front-drive "Topaz" models which replace Fairmont and Zephyr in mid-'83.

Bendix to introduce supercharger

SOUTHFIELD, Mich.—Bendix Corp. this week unveils a mechanical supercharger aimed at the passenger car original equipment market. Bendix competitors offer turbochargers—blowers powered by the exhaust stream rather than by mechanical links to the engine. The Bendix version is belt-driven off the crankshaft. The sole current turbocharger OEM supplier is Garrett Corp.'s AiResearch Industrial Division.

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House and Senate are due to take up rag-tag air-bag bill

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The House and Senate are expected to take up legislation this week that would, for the first time, require that certain auto makers make air bags available in one of their model lines.

The controversial requirement is included in a compromise NHTSA authorization bill.

In many other respects, it has become a Christmas tree for the auto industry, for although it requires air bags in some cars, it delays the whole passive restraint standard for one year until 1983, turns it around so that small cars will have the devices first and drops the current 5-MPH bumper standard down to 2.5 MPH.

The product of four weeks of intense negotiations between House and Senate conferees and their staffs, it may also well stand as a testament to the lobbying skills of NHTSA Administrator Joan Claybrook, for going into negotiations, it looked as though air bags would by and large be abandoned by the makers in favor of the cheaper passive belt systems.

Indeed, General Motors had notified the safety agency it would not be offering the devices one year early (1981) as it had said it would.

The NHTSA authorization, scheduled for Senate passage at press time, is also expected to be approved by the House, but not before Rep. John Dingell, Michigan Democrat, is completely satisfied with what the language means.

Dingell will make his case in the Rules Committee and if necessary on the floor to protect the consumer choice that he felt was meant by the 320 members who voted for the original amendment offered by Rep. Dave Stockman, Michigan Republican.

A key point Dingell and others insist on is that manufacturers are not to be forced to have an inventory of air-bagged cars and, in fact, need not make one unless a dealer or consumer has ordered one. This is so consumers need not be stuck with only air-bagged cars available and dealers need not have them on the floor. This is known as "no white elephants."

Another key point is that

Continued on Page 45, Col. 1

L-M offerings

Lincoln has a new name

Lincoln's two- and four-door models have a new name in 1981—the Town Car. A six-way power seat has been added as standard equipment along with coach lamps and premium bodyside moldings. New options include wire-spoke aluminum wheels, puncture-resistant, self-sealing wide-white-sidewall tires and power remote-control mirrors. Story, other picture are on Page 12.

Cougar for Monarch at Mercury

This new four-door Cougar sedan and a companion two-door version join the Mercury line for 1981 as replacements for the Monarch series. Standard equipment includes 2.3-liter inline four-cylinder engine and manual transmission. Story, other pictures are on Page 12.

French cabs for New York

Kartee, Inc., a large suburban New York taxi company, has purchased 70 Peugeot 504 diesels to replace his entire fleet. Ed DiBenedetto Imports, Great Neck, N. Y., made the sale.

Mid-month new-car sales fall to lowest level since '67

The '81 models can't arrive in the showrooms a moment too soon.

New-car retail sales in the middle 10 days of September totaled an anemic 138,448—down a whopping 39.30 percent from the 228,100 sales recorded in the year-earlier period.

It was the smallest Sept. 11-20 total recorded since 1967, when the count was 131,300. Record for the period is 244,483, established in 1969.

The mid-month tally fell below September's opening showing of 139,703.

As compared with the year-earlier period, only Volkswagen of America posted an increase, rising 47.11 percent from 3,352 to 4,931.

All the other makers absorbed serious declines. American Motors fell 21.05 percent to an estimated 3,000 from an estimated 3,800.

General Motors was off 36.73 percent, from 131,221 to 83,017; Ford Motor Co. declined 40.08 percent, from 59,173 to 35,456, and Chrysler Corp. was down 60.58 percent, from 30,554 to 12,044.

In market share, AMC, GM and VWoA notched year-to-year gains, while Chrysler and Ford fell. GM was up 2.43 percentage points to 59.96 percent; VWoA, 2.09, to 3.56 percent and AMC, 0.50 to 2.17 percent. Ford fell 0.33 percentage points, to 25.61 percent, and Chrysler skidded 4.69, to 8.70 percent.

On a make-by-make basis, nobody except Volkswagen topped year-earlier totals. As noted above, VW volume increased 47.11 percent.

Losses in descending order were: Oldsmobile, 29.62 percent; Buick, 32.69 percent; Pontiac, 35.93 percent; Ford, 38.35 percent; Chevrolet, 38.61 percent; Plymouth, 41.00 percent; Mercury, 42.89 percent; Lincoln, 49.06 percent; Cadillac, 56.84 percent; Dodge, 57.81 percent, and Chrysler, 76.91 percent.

The Sept. 11-20 daily selling rate, based on nine selling days, was 15,383, down 39.30 percent from 25,344 a year earlier, when the period also had nine selling days.

Year-to-date sales totaled 4,706,145, compared with 6,222,898 a year earlier, a setback of 24.37 percent.

Top-selling nameplates for the period were: Chevrolet Chevette, 8,832; Chevrolet Citation, 6,091; Ford Fairmont, 6,089; Ford Mustang, 5,820, and Oldsmobile Cutlass Supreme, 5,629.

Neither of the Ford makes—Fairmont or Mustang — was in the Top Five in the first 10 days of September. In the most recent period, Fairmont came within two units of matching Citation's second-place total.

DOMESTIC SALES

	Sept. 11-20, 1980	Sept. 11-20, 1979
AMERICAN MOTORS....	3,000†	3,800†
Chrysler	2,632	11,401
Plymouth	4,675	7,924
Dodge	4,737	11,229
CHRYSLER CORP.	12,044	30,554
Ford	25,051	40,635
Mercury	8,909	15,601
Lincoln	1,496	2,937
FORD MOTOR	35,456	59,173
Buick	14,560	21,630
Cadillac	3,378	7,827
Chevrolet	35,662	58,089
Oldsmobile	15,995	22,726
Pontiac	13,422	20,949
GENERAL MOTORS	83,017	131,221
VOLKSWAGEN	4,931	3,352
INDUSTRY TOTAL	138,448	228,100

†—Estimate.

Auto and truck production overseas

FRANCE

Cars

	6 mos., 1980	6 mos., 1979
Alpine	644	670
Renault	822,784	719,709
Renault group	823,428	720,379
Citroen	313,577	382,155
Peugeot	347,785	404,970
Talbot	170,106	199,335
Talbot Matra	4,676	9,878
Peugeot group	836,144	996,338
Total	1,659,572	1,716,717

Trucks and buses

	6 mos., 1980	6 mos., 1979
CBM	55	62
Citroen	25,624	25,296
Peugeot	73,561	60,676
Talbot	14,146	16,349
Talbot Matra	1,357	0
Peugeot group	114,688	102,321
Renault	83,187	77,068
RVI	29,936	20,908
Renault group	113,123	97,976
Sovam	69	69
Unic (IVECO)	10,331	9,438
Total	238,266	209,866
Total vehicles	1,897,838	1,926,583

PORTUGAL

Cars

	6 mos., 1980	6 mos., 1979
BL	1,516	921
Citroen	3,259	1,770
Fiat	4,849	4,338
Ford	2,338	2,082
Opel	1,184	891
Peugeot	611	1,159
Renault	5,286	3,139
Toyota	496	1,063
Others	2,037	1,143
Total	21,576	16,506

Trucks and buses

	6 mos., 1980	6 mos., 1979
Bedford	535	748
Fiat	176	115
Ford	877	510
Mitsubishi	471	337
Toyota	0	329
Volvo	513	495
Others	760	779
Total	3,332	3,313
Total vehicles	24,908	19,819

ARGENTINA

Cars

	4 mos., 1980	4 mos., 1979
Citroen	——	2,414
Chrysler Fevre	7,371	7,287
Fiat Concord	10,366	9,500
Ford	18,952	14,465
Renault	17,258	9,794
Safrar Peugeot	6,583	7,130
Total	60,530	50,590

Trucks and buses

	4 mos., 1980	4 mos., 1979
Citroen	——	311
Chrysler Fevre	1,534	1,155
Deutz	35	35
Fiat Concord	1,275	632
Ford	11,029	7,323
IME	1,592	2,453
Mercedes-Benz	2,692	2,303
Renault	53	70
Scania	308	138
Safrar Peugeot	449	260
Total	18,967	14,680
Total vehicles	79,497	65,270

UNITED KINGDOM

Cars

	6 mos., 1980	6 mos., 1979
Austin-Morris	169,234	233,298
Jaguar-Rover-Triumph	45,110	61,880
Land Rover	5,616	6,474
Total BL	219,960	301,652
Ford	200,746	233,870
Talbot	91,676	61,672
Vauxhall	34,710	41,522
Rolls-Royce	1,742	1,768
Reliant	442	442
Lotus	234	598
TVR	78	182
Others	340	376
Total	549,928	642,082

Trucks and buses

	6 mos., 1980	6 mos., 1979
Austin-Morris	32,968	30,264
Land Rover	24,466	24,102
Leyland	15,288	17,108
Total BL	72,722	71,474
Ford	88,296	94,562
Bedford	57,356	59,358
Dodge	10,270	10,322
Seddon Atkinson	2,366	2,496
ERF	1,430	1,612
Foden	910	832
Hestair-Dennis	338	286
Metro-Cammell-Weymann	285	182
Others	494	364
Total	234,478	241,495
Total vehicles	784,406	883,577

SPAIN

Cars

	5 mos., 1980	5 mos., 1979
Citroen	59,338	70,294
FASA-Renault	155,864	108,534
Ford	120,116	99,460
SEAT	130,893	125,450
Talbot	32,390	35,868
Total	498,601	439,606

Trucks and buses

	5 mos., 1980	5 mos., 1979
CAF	1,503	2,242
Dodge	1,648	2,472
Ebro	12,797	13,484
Mevosa	5,779	6,709
Pegaso	2,798	2,873
Santana	8,536	7,724
Sava	3,501	3,050
Total	36,562	38,554
Total vehicles	535,163	478,160

BRAZIL

Cars

	4 mos., 1980	4 mos., 1979
Chrysler	2,649	4,419
Fiat Auto	36,819	36,242
Ford	33,481	42,190
General Motors	64,742	53,536
Puma	1,202	1,089
Sta. Matilde	28	0
Volkswagen	134,499	158,742
Total	273,334	296,860

Trucks and buses

	4 mos., 1980	4 mos., 1979
Dodge	1,469	1,156
Fiat Auto	2,682	0
Fiat Diesel	1,225	2,487
Ford	13,293	9,142
General Motors	12,327	10,620
Gurgel	708	642
Mercedes-Benz	15,324	17,272
Scania	967	854
Toyota	1,116	1,208
Volkswagen	1,376	1,966
Volvo	106	0
Total	50,679	44,179
Total vehicles	324,013	341,565

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Robert Torvick, right, Torvick Sales Co., Inc., Santa Rosa, Calif., receives Volvo's 20-year award from San Francisco district manager John English.

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Auction averages

	SEPTEMBER	AUGUST	JULY
1980	$6,350	$6,516	$5,662
1979	4,787	5,022	4,900
1978	3,841	3,806	3,631
1977	3,240	3,258	3,046
1976	2,362	2,445	2,214
1975	1,741	1,808	1,711
1974	1,350	1,310	1,240
1973	1,167	963	968
Overall Average	$3,545	$3,649	$3,289

Used car sales

Auction averages

September	$3,545
Month ago	$3,653
Year ago	$3,133

used-car auction directory

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Use Automotive News Classified Section

June's 199,413 down 5.95 pct. from '79 record

Import registrations drop slightly

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in June from the preceding year, but were second best in history for the month, according to figures compiled by R. L. Polk & Co.

New import registrations in June totaled 199,413, down 5.95 percent from 212,026 last year, the record total for the month.

Import penetration of the total U. S. market was 29.50 percent, up 5.35 percentage points from 24.15 percent in June last year.

For the first half of 1980, import registrations continued to run ahead of last year's record pace, totaling 1,255,611, up 7.96 from 1,163,081. Imports accounted for 28.21 percent of U. S. new-car registrations in the first six months of 1980, compared with 22.16 percent last year.

- The three leaders and Subaru improved their market shares in June compared with a year ago. Toyota took 22.97 percent of June import registrations, up 2.43 percentage points from a year earlier. Biggest gain was logged by second-place Datsun, which boosted its share 3.17 points to 21.26 percent.

Honda took 14.84 percent of import registrations, up 2.07 points, while Subaru gained 1.11 points to 5.46 percent.

Volkswagen slipped 1.50 points to take 10.79 percent of import registrations, while Mazda was off 0.15 of a point to 6.34 percent, Fiesta was down 1.13 points to 2.50 percent and Arrow was off 0.37 of a point to 2.15 percent.

Rounding out the top 10, Mercedes-Benz and Volvo each accounted for 1.90 percent of import registrations. Neither was in the top 10 last year.

The top 10 imports accounted for 90.11 percent of the total in June, compared with 87.15 percent a year earlier. In the first six months, the top 10 took 89.03 percent of import registrations, up from 86.12 percent last year.

- Japanese nameplates accounted for 75.65 percent of the June import market, up from 70.27 percent a year earlier.

Registrations of imported cars in June by country of origin, with year-earlier figures in parentheses, were: Japan, 150,852 (148,895); West Germany, 36,442 (44,130); Sweden, 4,544 (5,558); France, 2,800 (2,283); Italy, 2,734 (6,775), and United Kingdom, 2,041 (4,295).

Registrations by country of origin for the first half, with year-earlier figures in parentheses, were: Japan, 944,431 (801,529); West Germany, 227,307 (261,286); Sweden, 30,435 (33,299); Italy, 24,048 (33,142); France, 17,733 (13,618), and UK, 11,657 (20,206).

- Registrations of imported trucks in June totaled 39,559, down 10.22 percent from 44,064 a year earlier.

Registrations of imported trucks in June, with year-earlier figures in parentheses, were: Toyota, 10,290 (13,158); Datsun, 8,641 (11,310); LUV, 5,551 (6,812); Courier, 5,409 (5,437), and others, 9,668 (7,347).

The truck import total for the first half of 1980 was 267,717, up 9.54 percent from 244,406 last year.

Registrations of imported trucks in the first six months, with year-earlier figures in parentheses, were: Toyota, 69,125 (58,535); Datsun, 54,892 (54,477); LUV, 44,408 (51,551); Courier, 38,880 (40,296), and others, 60,412 (39,547).

IMPORT REGISTRATION SHARES IN U. S.

	JUNE				
	Regis., June, 1980	Percent Share of Market	Regis., June, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	45,810	22.97	43,562	20.54	+ 2.43
Datsun	42,400	21.26	38,358	18.09	+ 3.17
Honda	29,598	14.84	27,070	12.77	+ 2.07
Volkswagen	21,519	10.79	26,058	12.29	− 1.50
Mazda	12,646	6.34	13,765	6.49	− 0.15
Subaru	10,880	5.46	9,223	4.35	+ 1.11
Fiesta	4,990	2.50	7,704	3.63	− 1.13
Arrow	4,273	2.15	5,333	2.52	− 0.37
Mercedes	3,794	1.90	....	....	....
Volvo	3,790	1.90	....	....	....
Colt	....	....	7,439	3.51	....
Fiat	....	....	6,274	2.96	....
All Others	19,713	9.89	27,240	12.85	− 2.96
TOTAL	199,413		212,026		
Share of U.S. Total		29.50		24.15	+ 5.35

	SIX MONTHS				
	Regis., 6 mos., 1980	Percent Share of Market	Regis., 6 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	293,524	23.38	221,989	19.09	+ 4.29
Datsun	266,349	21.21	206,777	17.78	+ 3.43
Honda	173,680	13.83	173,021	14.87	− 1.04
Volkswagen	124,610	9.93	156,397	13.44	− 3.51
Mazda	75,388	6.01	67,761	5.83	+ 0.18
Subaru	59,507	4.74	49,310	4.24	+ 0.50
Fiesta	35,970	2.86	37,949	3.26	− 0.40
Arrow	33,269	2.65	....	....	....
Colt	30,792	2.45	32,793	2.82	− 0.37
Mercedes	24,766	1.97	....	....	....
Fiat	....	....	30,024	2.58	....
Volvo	....	....	25,653	2.21	....
All Others	137,756	10.97	161,407	13.88	− 2.91
TOTAL	1,255,611		1,163,081		
Share of U.S. Total		28.21		22.16	+ 6.05

Registrations not available for Oklahoma.

Big Three August, year-to-date truck sales

	August		Year to date	
	1980	1979	1980	1979
Ford				
Vans	8,698	10,899	72,650	123,469
Club Wagon	2,162	2,208	17,731	28,355
Courier	7,817	5,592	54,610	54,849
Bronco	2,273	5,187	28,612	45,495
Conventional pickups	34,606	61,845	333,810	503,540
Mediums	5,953	5,387	39,901	51,319
Heavies	1,524	1,990	10,781	16,516
Chevrolet				
Vans	6,556	15,832	64,349	125,857
Sportvan	1,144	2,563	12,630	22,756
LUV	8,052	7,183	62,354	71,116
El Camino	3,377	5,777	28,428	36,171
Blazer	1,358	4,719	20,340	40,864
Suburban	1,330	2,456	16,240	29,210
Conventional pickups	29,342	53,924	312,208	467,179
Mediums	3,039	3,749	21,722	28,956
Heavies	227	397	1,704	2,636
Chrysler				
Vans	6,041	10,462	50,533	85,880
Voyager	1,466	2,335	15,975	22,512
Sportsman	545	916	5,021	7,097
Arrow	1,672	1,228	13,747	10,679
D-50	4,789	2,785	31,423	23,400
Trail Duster	286	405	2,578	3,680
Ramcharger	612	932	5,664	9,961
Conventional pickups	7,430	13,667	59,313	106,451
GMC				
Vans	1,439	4,386	16,043	30,661
Caballero	325	679	3,074	4,641
Jimmy	253	1,035	4,196	8,504
Suburban	259	520	3,332	5,475
Conventional pickups	6,972	18,225	73,217	117,712
P models	306	564	2,832	3,917
Mediums	1,735	3,547	17,899	21,839
Heavies	1,274	3,349	14,213	16,701
Motor homes	....	12	....	358

Slimmest schedule since GM strike of 1970

October car target is a 10-year low

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers in October of 666,966 is the lowest figure for the month since the 390,016 cars built in October of 1970 during a UAW strike against General Motors.

Planned October production is a 15.76 percent drop from the 791,712 autos assembled in October, 1979.

Chrysler Corp.'s estimated 90,000 units is a 1.42 percent increase from the 88,737 it built in the month last year.

The remaining U. S. auto makers have slated production declines this October compared with last.

Ford Motor Co. has scheduled 149,000 cars in October, an 11.69 percent drop from the 168,722 it built last October.

The 16,000 units American Motors plans to build in October is a 33.87 percent decline from the 24,194 it produced in the month last year.

General Motors' scheduled 391,000 autos is a 19.70 percent slide from the 486,946 of October, 1979.

Volkswagen of America has scheduled 20,552 cars in October, an 8.87 percent drop from the 22,552 it assembled last October.

Checker Motors plans to build 414 units, a 26.20 percent decline from the 561 it produced in October, 1979.

Last week's auto output of 136,099 rose 4.12 percent over the 130,716 cars built in the previous week, but declined 19.80 percent from the 169,694 of the comparable 1979 week.

The year's cumulative output of 4,651,925 is a 28.80 percent drop from the 6,533,488 cars assembled by this date in 1979.

AMC's Kenosha plant is working regular hours this week.

Chrysler's Lynch Rd. point resumes production today (Sept. 29) after being closed for changeover to 1981-model output. All other Chrysler assembly plants are working regular hours this week, and Jefferson (Aries, Reliant) will work eight hours of overtime on both shifts next Saturday (Oct. 4).

October truck output to fall

U. S. truck makers have planned 191,962 units in October, a drop of 18.33 percent from the 235,042 built in October of 1979.

Only Ford Motor Co., with 77,000 units, has scheduled a production increase this October over last. Ford's projected output is a 1.97 percent rise over the 75,509 it built in October, 1979.

Chrysler Corp. has scheduled 12,000 units for the month, a 43.05 percent slide from the 21,072 it built last October.

The 80,000 trucks General Motors is due to build this October is a 22.62 percent decline from the 103,384 it produced in the month last year.

International has scheduled 7,041 trucks, a 46.95 percent slide from the 13,272 it built in October of 1979.

Mack plans to build 1,825 units in October, a 48.46 percent drop from the 3,541 of the month last year.

The 8,000 Jeep units scheduled in October is a 38.11 percent decline from the 12,926 of October, 1979.

AM General Corp. plans 400 units, a 75.87 percent slide from the 1,658 of last October.

Miscellaneous truck makers will build an estimated 2,760, a 25.00 percent drop from the 3,680 produced in October of 1979.

Volkswagen of America, which did not build trucks until the last quarter of 1979, will assemble 2,936 units this October.

Last week's truck output of 31,941 rose 8.03 percent over the 29,568 of the previous week, but declined 41.45 percent from the 54,557 of the comparable 1979 week.

Year-to-date truck production of 1,115,174 is a 55.38 percent drop from the 2,499,379 units built by this date in 1979.

Canada's makers plan decreased October output

Planned auto production by Canadian makers in October of 93,267 is a 32.14-percent decline from the 137,435 units assembled in October of 1979.

Ford Motor Co.'s estimated output of 27,000 for the month is an 85.53-percent jump from the 14,553 it built in October, 1979.

Volvo has scheduled 990 cars in October, a 0.71-percent rise from the 983 of the month last year.

General Motors' scheduled 55,277 autos is a 49.56-percent drop from the 109,593 it produced in October of 1979.

Chrysler Corp. will build an estimated 10,000 units in October, an 18.74-percent slide from the 12,306 it produced in the month last year.

Last week's auto output of 21,204 was a 5.35-percent increase from the 20,128 of the previous week, but a 16.64-percent decline from the 25,438 of the comparable 1979 week.

Year-to-date car production of 611,559 is an 18.22-percent drop from the 747,790 units assembled by this date in 1979.

Forecasted truck production in October of 58,188 is a 33.64-percent slide from the 87,683 trucks built in October, 1979.

The estimated 21,000 units Ford will build in October is a 57.55-percent increase from the 13,329 it produced in the month last year.

Chrysler's estimated October truck output of 7,000 is an 86.62-percent jump from the 3,751 of October, 1979.

GM plans to build 28,681 trucks this October, a 55.73-percent decline from the 64,781 it produced last October.

International has scheduled 1,357 units, a drop of 33.28-percent from the 2,034 assembled in October of 1979.

Mack has planned 150 trucks, a 62.12-percent slide from the 396 it produced in the month last year.

American Motors' Brampton plant, which is closed for conversion to auto production, produced 3,392 trucks in October, 1979.

Last week's truck output of 11,995 was a 4.55-percent drop from the 12,567 of the previous week, and a 10.47-percent decline from the 13,397 trucks built in the comparable 1979 week.

The year's cumulative truck production of 374,528 is a 25.42-percent drop from the 502,158 assembled by this time in 1979.

U. S. CAR PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
AMERICAN MOTORS	3,571*	4,750	3,571*	14,284*	127,095	128,368*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	14,650	16,932	12,644	46,952	699,553	435,674
Plymouth Total	7,250	7,578	5,931	22,086	281,724	199,036
Horizon	3,350	3,429	3,397	12,881	127,697	118,730
Volare	....	3,912	....	....	144,966	51,740
'80 Gran Fury	....	....	....	....	2,196	13,311
Caravelle	100	237	137	400	6,865	4,821
Reliant	3,800	....	2,397	8,805	....	10,434
Chrysler Total	1,350	2,722	1,447	5,321	147,755	57,264
Chrysler	....	....	....	....	69,297	11,516
LeBaron	1,350	2,722	1,447	5,321	78,458	45,748
Dodge Total	6,050	6,632	5,266	19,545	270,074	179,374
Omni	2,750	2,691	2,763	10,359	111,758	101,348
St. Regis	....	....	....	....	22,654	10,724
Diplomat	700	1,363	676	2,581	37,192	22,305
Aspen	....	2,578	....	....	98,470	36,899
Aries	2,600	....	1,827	6,605	....	8,098
FORD MOTOR	32,404	41,563	29,176	112,466	1,643,744	916,707
Ford Division	21,997	27,275	19,324	75,346	1,096,585	660,607
Pinto	....	3,127	....	....	143,775	68,179
Mustang II/Mustang	5,405	8,350	4,118	19,195	295,407	181,663
Fairmont	2,798	2,920	2,814	10,720	160,064	167,995
Granada	3,658	3,186	3,388	11,972	119,147	66,437
LTD II	....	....	....	....	22,746	....
Thunderbird	3,062	5,123	2,707	10,814	214,197	90,446
Ford	2,103	4,569	1,786	6,929	141,249	66,618
Escort	4,971	....	4,511	15,716	....	19,269
L-M Division	10,407	14,288	9,852	37,120	547,159	256,100
Mercury Total	8,763	10,621	8,198	30,828	429,476	223,894
Bobcat	....	911	....	....	38,072	12,445
Capri	1,651	2,400	1,370	6,040	85,764	54,154
Zephyr	1,058	898	1,042	3,891	48,676	54,880
Monarch	....	1,249	....	....	51,797	16,409
Cougar/XR7	3,067	2,602	3,154	10,828	117,125	41,369
Mercury	1,289	2,561	1,312	4,957	88,042	38,455
Lynx	1,698	....	1,320	5,112	....	6,182
Lincoln Total	1,644	3,667	1,654	6,292	117,683	32,206
Lincoln	690	1,677	752	2,802	58,246	13,353
Versailles	....	365	....	....	10,206	1,861
Mark VI	954	1,625	902	3,490	49,231	16,992
GENERAL MOTORS	84,213	101,980	85,239	302,505	3,937,339	3,025,582
Buick Division	15,816	16,314	16,040	55,205	578,239	579,342
Skyhawk	....	744	....	....	18,343	....
Skylark/'79-'80	3,740	3,273	3,853	13,870	78,297	164,274
Century	3,587	1,875	3,621	12,430	42,063	125,053
Regal	4,524	4,858	4,531	15,451	200,990	150,673
Buick	3,045	4,530	3,102	10,447	196,969	107,961
Riviera	920	1,034	933	3,007	41,577	31,381
Cadillac Division	4,365	6,602	4,383	15,304	263,638	144,001
Seville	960	1,012	968	3,201	33,086	25,104
Cadillac	2,120	4,444	2,089	7,760	177,917	80,431
Eldorado	1,305	1,146	1,326	4,343	52,635	38,466
Chevrolet Division	36,993	46,476	39,144	139,685	1,746,856	1,310,534
Chevette	9,030	9,629	8,967	33,978	316,217	349,695
Monza	2,780	3,676	2,917	11,181	120,395	126,427
Camaro	2,623	4,551	2,598	9,378	207,727	91,876
Nova/Citation	8,804	7,283	9,674	30,997	217,231	344,913
Malibu	6,686	8,661	7,155	26,006	304,990	196,603
Monte Carlo	3,870	4,623	4,629	16,051	179,973	79,971
Chevrolet	2,400	7,363	2,419	9,072	363,326	88,263
Corvette	800	690	785	3,022	36,997	32,786
Oldsmobile Division	13,950	19,320	12,366	46,627	784,976	562,016
Starfire	....	380	....	....	16,088	....
Omega/'79-'80	1,905	1,955	1,951	6,930	36,390	86,396
Cutlass	6,393	11,062	5,089	19,555	405,364	280,966
Oldsmobile	5,157	4,776	4,837	18,470	287,546	167,537
Toronado	495	1,147	489	1,672	39,588	27,117
Pontiac Division	13,069	13,268	13,306	45,684	563,630	429,689
Acadian†	250	364	323	1,330	13,834	16,139
Sunbird	3,620	2,024	3,469	9,697	78,251	110,109
Phoenix/'79-'80	2,635	1,841	2,399	8,939	60,229	105,858
Firebird	1,458	3,578	1,425	5,524	154,140	59,044
LeMans	1,616	1,953	1,646	5,948	69,865	43,570
Grand Prix	2,555	1,562	3,091	10,678	70,690	50,978
Pontiac	935	1,946	953	3,568	116,621	43,991
VOLKSWAGEN	1,174	4,360	....	1,174	122,161	143,343
CHECKER	87*	109	86	336	3,596	2,251
Total Cars, U. S.	136,099	169,694	130,716	477,717	6,533,488	4,651,925

CANADIAN CAR PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHRYSLER CORP.	2,400	4,374	2,273	8,781	91,147	53,403
FORD MOTOR	6,256	7,937	5,909	17,851	229,193	190,019
GENERAL MOTORS	12,368	12,944	11,791	39,927	421,266	360,794
VOLVO	180	183	155	740	6,184	7,343
Total Cars, Canada	21,204	25,438	20,128	67,299	747,790	611,559
N. American Cars	157,303	195,132	150,844	545,016	7,281,278	5,263,484
N. American Trucks	43,936	67,954	42,135	157,675	3,001,537	1,489,702
North American Cars and Trucks	201,239	263,086	192,979	702,691	10,282,815	6,753,186

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHEVROLET	9,253	16,140	8,072	27,101	792,272	322,770
DODGE/PLYMOUTH	3,100	5,389	3,033	11,043	271,589	99,618
FORD	11,228	19,888	9,782	44,579	870,212	399,587
GMC	3,783	5,891	3,529	10,982	270,399	116,183
INTERNATIONAL	1,385	2,725	2,004	7,018	102,353	47,297
MACK	255	824	405	1,367	28,053	17,468
JEEP	1,905*	2,500	1,905*	7,620*	114,550	57,075*
AMC CORP.	238*	450	238*	952*	18,701	5,674*
VOLKSWAGEN	166	....	....	166	....	20,349
MISCELLANEOUS	628*	750	600	2,328	31,250	29,153
Total Trucks, U. S.	31,941	54,557	29,568	113,156	2,499,379	1,115,174

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHRYSLER CORP.	1,600	1,528	1,732	6,239	43,859	35,844
FORD MOTOR	4,056	4,164	4,567	17,920	177,973	135,024
GENERAL MOTORS	6,020	6,513	5,791	18,630	219,240	177,565
AMERICAN MOTORS	....	1,046	....	....	42,824	11,644
INTERNATIONAL	295	53	447	1,602	15,419	12,812
MACK	24	93	30	128	2,843	1,639
Total Trucks, Canada	11,995	13,397	12,567	44,519	502,158	374,528
N. American Trucks	43,936	67,954	42,135	157,675	3,001,537	1,489,702

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Automotive News

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'82 prototype

J. Dunne

GM to replace its intermediates

Prototype General Motors intermediate for '82 has front-drive mechanicals and sheet metal "cobbled" from X-car. The new A-car will share the same basic platform next year with the X-car.

A quiet reception for first cars on market

Curtain goes up on '81s

By Richard A. Wright
Assistant Managing Editor

New-model announcements are not what they used to be.

Not many General Motors or American Motors dealers bother papering their showroom windows in an effort to stir interest in their latest offerings and searchlights no longer crisscross the nighttime skies.

(This grim conclusion was no sooner reached than Ford Motor Co. dealers launched the Escort amid flashing searchlights, balloon-festooned showrooms and a mind-boggling assortment of dealer promotions, both traditional and bizarre.)

Worst of all, the old buying surge sparked by the new models is no longer a sure thing. General Motors dealers, who unveiled their new offerings Sept. 25, reported that sales have not been overwhelming.

American Motors dealers, who also put their '81 models on sale Sept. 25, were a bit more pleased with customer response than GM points were, but they were not tearing up any sales records either.

Ford Motor and Chrysler Corp. '81 models went on sale as AUTOMOTIVE NEWS went to press, too late to get a reaction.

GM and AMC dealers offered two reasons for the relatively slow sales in this new-model period—the cost of financing and the prices of the cars.

"The average car on the road today is six or 6½ years old," said one dealer. "For someone who has not been in the market since the mid-'70s, there is no question that the prices on the '81s are a shock."

• An Ohio Olds-Buick dealer complained that the high cost of financing in addition to the soaring price tags on the new cars have pushed monthly payments to a level that takes his customers' breath away.

One Chevrolet dealer, however, said he feels the lack of enthusiasm for the new models is more a result of the fact that while GM has a glittering assortment of technical goodies in its '81 lineup, there is little new in its styling.

"Trying to sell on the basis of technical features is a long drawn-out process," he said. "The Computer Command Control is an impressive system. The little chip in it will do everything the old Univac computer that had 18,000 tubes and weighed 30 tons would do.

"But you have to get the customer interested in these technical things and that's not always easy. The car's looks are something he can see. Styling still sells the car."

This dealer said he wished people would base their car-buying decisions on logic instead of emotion. "Then they would quit worrying about a 16th of an inch fit in body panels and instead think of a car as a means of getting around with a minimum of cost and maintenance," he said. "Then American cars compare well with the imports."

A number of GM dealers said sales were good for the first few

Continued on Page 53, Col. 1

J-2000 for J-car; A-6000 for A; X-3000 for X

Pontiac may adopt 'number names'

By Paul Lienert
Contributing Editor

Pontiac's new J-car subcompact will be called the J-2000, according to industry sources. It will be introduced next spring, along with the Chevrolet Cavalier and Cadillac Cimarron, as part of General Motors' continuing "world car" program.

Pontiac will continue the alpha-numeric designations on several other front-drive models, insiders say. The division's new intermediate A-body line in '82 may be called A-6000, while the Phoenix name may be replaced on Pontiac's X-car compact by X-3000.

The division won't switch completely to the alpha-numeric system, however. Pontiac's new fiberglass two-seater, a mid-engine design that is code-named the P-car, probably will get a regular nameplate when it is introduced in the '83 model year. The name has not been formalized, but insiders are referring to the car as Sunfire.

Also, Pontiac's new F-body model in '82 will still be called Firebird. A new high-line model in that series will be called Firebird SE. It will be a luxury-sport version of the Trans Am, which continues as the performance-oriented Firebird model.

• Industry observers see a new trend emerging at GM, highlighted by Pontiac's choice of alpha-numeric designations for some of its future models.

The corporation feels the public will respond more positively to all-new nameplates on what essentially will be all-new car lines in the next three years. That theory, GM believes, is supported by the overwhelming consumer acceptance of Citation, which replaced Nova as Chevrolet's compact nameplate when the new front-drive X-cars were launched in the spring of '79.

Thus, Chevy has decided to supplant Monza with Cavalier, a name already used by Vauxhall in Europe, when the new J-cars bow next year.

GM's largest passenger-car division also went to Europe for another nameplate it intends to use next year on its new front-drive intermediate. The mid-size Chevy has been called Malibu for some years now; but sources suggest the name may be changed to Commodore when the car is totally revamped in '82.

Oldsmobile and Buick are considering similar name changes on their upcoming front-drive models, which will be radically different in size and shape from today's rear-drive models.

• The switch to alpha-numeric designations at Pontiac could help solve a marketing problem the division thinks will surface when it pulls out of the big-car business in '82.

Pontiac's largest four-door model next year will be the mid-size A-car (the full-size B-car is being dropped), and it will feature a completely revamped look along with front-drive mechanicals.

The A-car now carries the Le Mans name. But buyers have always associated the Bonneville name with the division's top-of-the-line sedan. To avoid confusion in the showroom, it's been proposed that Pontiac scrap both names and call its new car the A-6000.

The same basic philosophy applies to its chioce of J-2000 and X-3000 for its subcompact and compact models. Pontiac simply wants buyers to realize these are all-new, radically different models from the cars that preceded them, and officials feel the public will be more comfortable with brand-new names on the cars.

The use of numbers in a car's name is not new at GM. When Chevy introduced its first subcompact in 1971, the car was called the Vega 2300. The numbers were later dropped, and so too was the car. An offshoot of the Vega was the Monza, and its twin at Pontiac was called Sunbird.

GM will have come full circle when the J-2000 replaces Sunbird next spring.

breaking news

New models from VW, Audi

DETROIT.—Volkswagen has decided to delay introduction of its all-new Dasher in this country until mid-1981, sources said. The car is to get new sheet metal and mechanicals this fall in Europe; however, it probably will be sold as an '82 model when it arrives next year in the U. S. Also, Audi plans to unveil its new 4000 Coupe next spring in the U. S. The car, which is called Audi 80C GT SE in Europe, features the same hatchback body shell as the four-wheel-drive Quattro; it will get a normally aspirated five-cylinder engine, driving the front wheels only, in the U. S. The Audi 5000 series will get a turbocharged five-cylinder diesel in '82.

Heavy ads, solid inventory mark Escort debut

DETROIT.—Ford dealers unveiled their new Escort and Granada last Friday along with their '81 lineup backed by the largest new-model advertising campaign in Ford Division history and an inventory of more than 145,000 '81 cars and trucks, including about 12,000 Escorts.

Japanese midget-car exports increase

TOKYO.—Exports of midget cars (less than 10.5 feet long with engines smaller than 550 cc) are increasing rapidly, especially to developing nations. Exports from January through August totaled 52,300, more than the total for all of 1979. Most get about 50 MPG.

Lada assembly-plant search continues

AJAX, Ont.—Lada Cars of Canada, distributor of Russian-built vehicles, is studying potential assembly sites for the Niva, a 4WD model it currently imports from the Soviet

See BREAKING NEWS, Page 57, Col. 1

Air-bag bill fails in House; later vote due

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House of Representatives, showing its continuing dislike for air bags, turned back compromise legislation last week that would have required the devices in at least one car line of the major U. S., German and Japanese auto manufacturers by the 1983 model year.

The requirement was included in an NHTSA three-year authorization bill that had also included provisions relaxing the current 5-MPH bumper standard to 2.5 MPH, reversing the current passive restraint standard so that small cars get the devices first while delaying the whole of the standard by one year and requiring tire makers to advertise the recalls of their tires under certain circumstances.

The Senate previously had passed the measure. Actually the House did too last week, 209 to 192, but because the bill was brought up under a suspension of the rules, a two-thirds majority was needed.

According to sources, the measure will now likely be brought up during the lame-duck session expected this year. These sources would not, however, speculate as to its chances of passage then, but did note the measure would require only a simple majority to pass.

• Meanwhile, the major U. S. makers must decide on whether to go ahead with production

Continued on Page 53, Col. 1

NEWSPAPER

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Libertarian Party candidate sees investment potential

Clark pushes Social Security reform

By Edward Lapham
Financial Editor

DETROIT.—Libertarian Party Presidential Candidate Ed Clark recently unveiled a program for Social Security reform which he said will free additional private sector funds for investment in the auto industry and other areas.

The program, released in a speech to the Economic Club of Detroit, included virtual abolition of the U. S. Social Security System in favor of tax-exempt voluntary individual retirement accounts.

"The Social Security system will be completely bankrupt by the end of 1982 with unfunded liabilities of $4.0 trillion," Clark told a press conference before the speech. "The Libertarian Party program would provide additional security for all people as well as major economic benefits.

"People, by investing in the individual retirement accounts, would be creating jobs while they prepared for economic security," he said.

Clark said his program would completely remove from the Social Security system workers under the age of 40 who would no longer pay a Social Security tax but would be able to invest up to that amount, tax free as part of the individual retirement account.

Under the Clark plan, which was prepared by economist Peter J. Ferrara, a current retiree would continue to receive current benefits, which would be funded from general tax revenues.

Workers between the ages of 41 and 64 would have a hybrid system. Like the young workers, they would be able to invest in IRAs, but at retirement age they would receive Social Security benefits to compensate for any shortfall in IRA benefits and bring total benefits up to a minimum level.

Clark said a worker earning the minimum wage for his entire worklife, who started at age 20, could have a total account of $288,000 at age 65 if the IRA earned a 6 percent return.

He said the account would pay annual interest of $17,268 or an annual annuity of $28,000. The maximum, using Ferrara's assumptions, would be a fund total of $995,320 paying interest of $59,719 or an annuity of $96,939.

Clark said this and other programs of his will aid industrial investment by allowing more "capital accumulation" and would spur employment by lowering an employer's costs.

For the auto industry specifically, Clark said he favors some deregulation. He would keep emissions requirements but eliminate fuel-economy standards, leaving the marketplace, with price-deregulated gasoline, to determine fuel economy.

Another Clark plank calls for the 10-5-3 depreciation allowance to allow accelerated depreciation of 10 years for building, five years for tools and three years for vehicles in order to free more capital for reinvestment.

Clark does not favor trade restrictions.

The Libertarian candidate earlier issued white papers on foreign policy, education, taxes and spending.

Where Auto Market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	114,829	16.77
COMPACT	132,170	19.30
INTERMEDIATE	142,146	20.75
STANDARD	69,680	10.17
LUXURY	27,595	4.03
IMPORT	198,508	28.98
TOTAL	684,928	100.00

Libertarian auto policy

Libertarian Party Presidential Candidate Ed Clark believes the auto industry, and other businesses, will be aided by his libertarian economic policies. Clark says he can pump more investment into business. He said he believes mileage requirements for autos should be eliminated, but said he still favors emissions controls. The candidate said he also supports the proposed 10-5-3 depreciation schedule.

Creativity urged in investment of pension funds

DETROIT. — Auto industry pension funds provide a substantial base for "prudent" investment in the U. S., a trade paper editor said.

In a speech to the Michigan chapter of the Midwest Pension Conference, Pensions & Investments Publisher and Editor-in-Chief Stephen D. Gilkenson said Detroit-area pension funds "aggregate $37 billion, a figure which includes the $13 billion in GM funds."

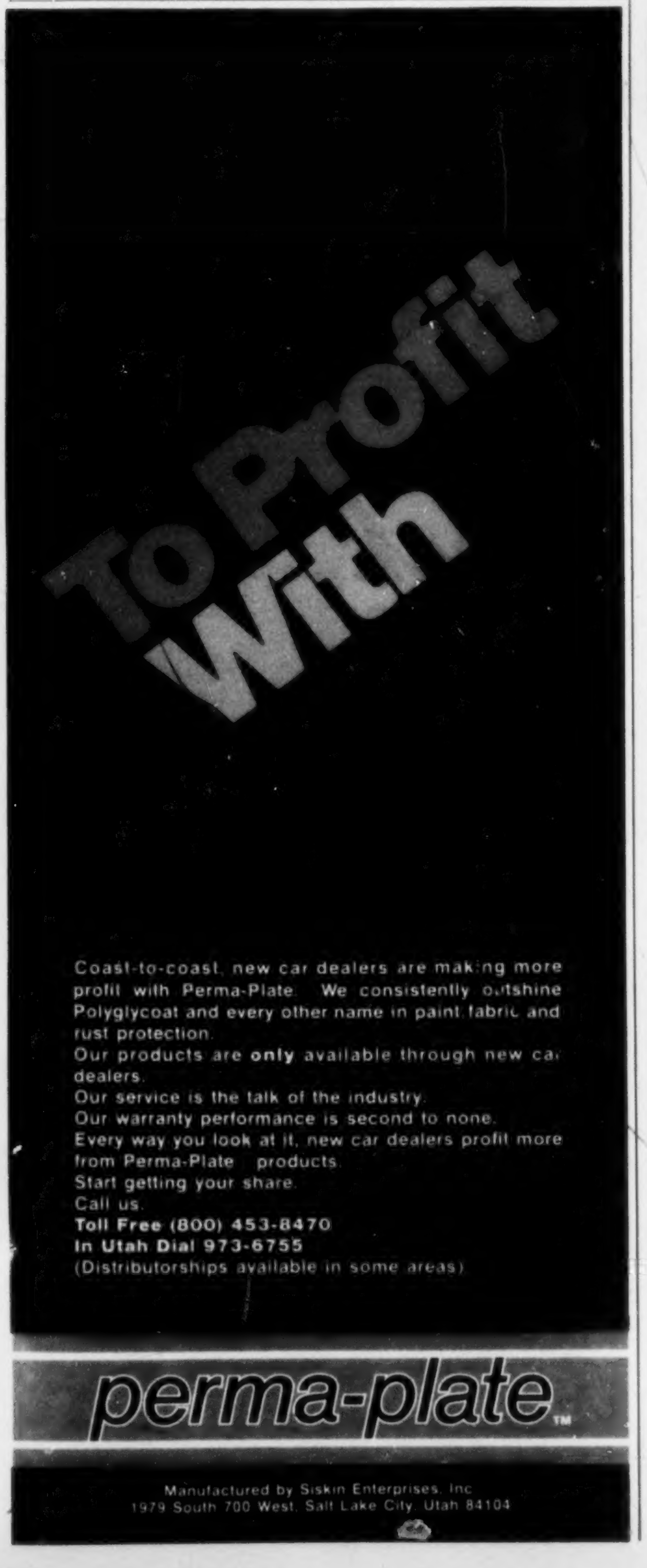
In a wide-ranging speech which touched on a number of pension-related topics, Gilkenson described pension investment as "a growth business."

The editor of the New York-based Crain Communications publication also blasted critics who maintain that ERISA calls for conservative investment, noting that inflation will "undermine" the value of pension fund assets that are not aggressively invested.

He also called for "creative investment" of pension funds, to stimulate growth, and blasted "social investment," that is, investing pension funds to achieve a social goal, calling it constraining to investment managers.

Trezek elected

WHITE SULPHUR SPRINGS, W. Va.—Thomas J. Trezek, general manufacturing manager of General Motors' Central Foundry Division, Saginaw, Mich., has been elected secretary of the Iron Castings Society.



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Mercedes-Benz enlarges stake in Spanish firm

STUTTGART.—Daimler-Benz AG has decided to increase its stake in its Spanish subsidiary, Mevosa, from 45.6 percent to 52 percent.

Three years ago, Daimler-Benz purchased Volkswagen's 23-percent holding in Mevosa, and this time the shares are to be obtained from Spanish banks, which hold 8.8 percent of Mevosa. The Spanish State remains a minority partner with 45.5 percent of the stock, through INI (Instituto Nacional de Industrias).

Mevosa has two factories, one in Vitoria, where light vans and trucks are produced, and another at Barcelona, for diesel engines.

Mevosa has capacity for 16,000 vehicles a year, which is to be built out to make Mevosa more competitive against Ebro (the trade mark of Motor Iberica, which is 37 percent held by Nissan Motor Co.) and Sava (trade mark for light-duty vehicles built by ENASA, whose heavy trucks and buses are called Pegaso, and in which International Harvester Co. holds a 35-percent interest).

Mevosa will expand diesel-engine production capacity from 25,000 to 65,000 units a year, and increase its exports, as well as providing a greater number of engines for Movosa vehicles.

25-year veteran

Don Scott, right, Don Scott Chevrolet - Pontiac, Inc., Whitehouse, O., receives his 25-year service award from George Spaulding, Pontiac general sales manager.

Counsulting service offered by Terry

DETROIT.—Sydney L. Terry, former engineering vice president of Chrysler Corp., has opened Sydney L. Terry Consulting Services here.

Terry said he hopes to provide qualified counsel to ideaholders as well as to companies looking for new ideas.

factories list auction dates

American Motors

Oct. 1—Dallas Auto Auction, 4226 E. Main, Dallas; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

Oct. 2 — Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 7—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 8 — Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Auction, S. Main St., Warehouse Point, Conn.

Oct. 9 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 10—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 14 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 15—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Dallas Auto Auction, 4226 E. Main, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Oct. 16 — Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Ford Motor Co.

Oct. 7—Arena Auto Auction, 10355 South Woodlawn, Chicago.

Oct. 9—Nashville Auto Auction, 1406 Lebanon Rd., Nashville; Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

Oct. 15—Concord Auto Auction, Hosmer St., Acton, Mass.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 16—Minneapolis Northstar Auto Auction, 7701 State Highway 101, Shakopee, Minn.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Model breakdown

Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$7,869	$6,350	$6,516
1979	4,995	4,787	5,022
1978	3,927	3,841	3,806
1977	3,079	3,240	3,258
1976	2,180	2,362	2,445
1975	1,709	1,741	1,808
1974	1,419	1,350	1,310
1973	1,306	1,167	963
Overall Average	$3,788	$3,545	$3,649

Used car sales

Auction averages

October to date	$3,788
Month ago	$3,649
Year ago	$3,288

used-car auction directory

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Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/236-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
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1.77 million cars scheduled

4th-quarter output lowest since '60

U. S. auto makers will build an estimated 1,777,207 units in the fourth quarter, the lowest output for the quarter since the 1,740,502 autos assembled in 1960.

The fourth quarter forecast is a 4.75 percent decline from the 1,865,858 cars built during the final three months of 1979.

Chrysler will build 275,000 cars, a 33.12 percent rise from the 206,273 it produced in the fourth quarter of 1979. Volkswagen will turn out 54,863 units, an increase of 5.22 percent over the 52,143 produced in the quarter last year. Ford will assemble 406,300 units, an 11.63 percent increase over the 363,982 built in 1979 in this quarter.

The 1,000,000 autos General Motors will produce in the fourth quarter is a drop of 15.46 percent from the 1,186,446 it assembled in the same three months last year.

AMC will produce 40,000 autos, a decline of 23.38 percent from last year's 55,853. Checker Motors will build 1,044 units this quarter, a decline of 10.08 percent from the 1,161 units produced in 1979.

Last week's production was 135,250, down 1.70 percent from the previous week's 137,585, and off 18.50 percent from the 165,950 built the week ended Oct. 6, 1979.

The September estimate of 533,303 is the lowest since the 478,322 built in that month in 1970. It is off 14.38 percent from the 622,851 completed in 1979.

With the reopening of Chrysler's Lynch Road plant last Monday (Sept. 29), all the company's facilities were working last week. All Chrysler plants will also operate this week.

General Motors will increase production at its Janesville (full-size Chevrolet) plant to two shifts beginning today (Oct. 6). The move will add 800 workers.

Ford will suspend passenger-car operations for one week at its Kansas City (Fairmont/Zephyr) plant and for two weeks at its San Jose facility (Mustang/Capri), beginning today (Oct. 6). The move will temporarily idle 3,000 hourly workers.

Saturday overtime was scheduled at five car plants last week: GM Pontiac, and Oklahoma City; Chrysler Jefferson and Newark, and Ford Louisville.

Year-to-date auto production through Oct. 4 was 4,788,661, down 28.50 percent from the 6,698,127 built a year ago.

breaking news

Continued from Page 1

Union. Possibilities include building a plant near the Autoport in Halifax, Nova Scotia, or using existing facilities such as the Bombardier plant in Quebec or the abandoned Bricklin factory in New Brunswick. An early 1982 start-up is eyed with annual output of at least 5,000 Nivas.

European firms plan new turbos

DETROIT. — Look for several European auto makers to offer new turbocharged models in the U. S. in the '81 model year, including the Saab 900 Turbo sedan and Volvo GLT two-door, which replaces the 242 GT. Also, Fiat plans to offer turbo versions of the Brava and Spider early next year.

Chrysler incentive pushes demonstrators

DETROIT.—Chrysler Corp. initiated a new demonstrator allowance program for Cordoba and Mirada for Sept. 29 to Oct. 17. Dealers get a 7 percent allowance deducted from the invoice for cars ordered during this period, kept in a demo program 90 days and used to give a specified number of demonstrator rides. Dealers can order any number from one up to the number of salesmen they have, and equip them any way they like. Separately, Chrysler made all domestic '80s and '81s eligible for the 4 percent Ohio tax exemption from Sept. 19 to Nov. 18, except Aries, Reliant and Imperial.

Imports seize 34 pct. in West Germany

BONN, West Germany.—Imported cars captured over 34 percent of the new-car market in West Germany in August, up from 31 percent a year earlier. The increase was almost entirely due to Japanese gains. Reflecting the deepening slump, both Volkswagen and Ford fell well below year-earlier totals.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHEVROLET	10,925	16,977	9,226	31,444	808,602	333,668
DODGE/PLYMOUTH	3,300	5,357	3,083	12,346	278,478	102,901
FORD	16,684	16,736	11,303	51,328	886,841	416,346
GMC	4,201	5,712	3,834	12,713	275,719	120,435
INTERNATIONAL	1,985	2,828	1,397	7,824	105,078	49,294
MACK	327	554	465	1,708	28,877	18,005
JEEP	1,739*	2,500	1,905*	8,315*	118,490	58,814*
AMC CORP.	87*	450	238*	987*	19,155	5,761*
VOLKSWAGEN	520		195	435		20,898
MISCELLANEOUS	600*	800	600	2,508	32,000	29,725
Total Trucks, U. S.	40,368	51,914	32,246	129,608	2,553,240	1,155,847

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHRYSLER CORP.	1,888	1,610	1,711	7,105	45,467	37,843
FORD MOTOR	4,352	3,716	3,758	19,363	180,253	139,078
GENERAL MOTORS	6,235	5,917	5,623	20,727	226,275	183,403
AMERICAN MOTORS		848			43,658	11,644
INTERNATIONAL	295	410	297	1,722	15,937	13,109
MACK	40	95	28	148	2,936	1,683
Total Trucks, Canada	12,810	12,596	11,417	49,065	514,526	386,760
N. American Trucks	53,178	64,510	43,663	178,673	3,067,766	1,542,607

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. All domestic include government-destined vehicles.

Canadians show September output of 74,000 cars

Canadian auto production for September is estimated at 74,413, the lowest for that month since the 68,336 assembled in 1970.

The estimate is off 1.06 percent from the 75,211 completed in September, 1979.

Canadian truck makers, trying for a comeback, built an estimated 49,065 units last month, up 7.58 percent from the 45,606 assembled in September, 1979.

As the 1981 model year is beginning, the auto and truck makers are scheduling more units each week to beef up inventories. Scheduled auto output last week was 21,198, up 6.85 percent from the 19,839 completed in the previous week and up 39.69 percent from the 15,175 built in the comparable 1979 week.

Planned truck output last week was 12,810, up 12.20 percent from the 11,417 built the previous week and 1.70 percent from the 12,596 assembled in the year-ago week.

During the same period the truck makers have assembled 386,760 units, a decline of 24.83 percent from the 514,526 built through Oct. 6, 1979.

Truck production for September lowest since 1967

The estimated September truck production of 129,608 was the lowest output for the month since the 106,937 built in 1967.

The estimate was down 27.21 percent from the 178,078 assembled in September of 1979.

Last week's truck production was 40,368, up 25.19 percent from the 32,246 assembled in the previous week but down 22.24 percent from the 51,914 completed in the year-ago week.

General Motors will increase the line speed at its Baltimore truck plant from 22 units an hour on two shifts beginning today (Oct. 6). The move will return 225 hourly workers to the job.

So far this year, through Oct. 4, the Canadian auto makers have completed 631,392 units, off 17.64 percent from the 766,634 built in the equivalent 1979 period.

U. S. CAR PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
AMERICAN MOTORS	3,478*	4,750	3,571*	15,675*	133,533	131,846*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	17,580	17,851	14,735	54,069	717,155	453,339
Plymouth Total	8,220	7,901	7,020	25,144	289,627	207,026
Horizon	3,350	3,695	3,442	14,313	131,326	122,172
Volare		3,961			149,003	51,740
'80 Gran Fury	70			28	2,196	13,381
Caravelle	100	245	137	477	7,102	4,958
Reliant	4,700		3,441	10,326		14,775
Chrysler Total	1,900	2,563	1,380	6,111	150,317	59,194
Chrysler	600			240	69,297	12,116
LeBaron	1,300	2,563	1,380	5,871	81,020	47,078
Dodge Total	7,460	7,387	6,335	22,814	277,211	187,119
Omni	2,800	3,195	2,774	11,503	114,899	104,172
St. Regis	160			64	22,654	10,884
Diplomat	700	1,419	672	2,833	38,665	22,977
Aspen		2,773			100,993	36,899
Aries	3,800		2,889	8,414		12,187
FORD MOTOR	23,318	35,257	32,784	122,174	1,678,597	940,405
Ford Division	15,504	24,567	22,722	82,273	1,119,788	676,836
Pinto		3,292			146,584	68,179
Mustang II/Mustang	1,210	7,604	5,809	20,083	302,897	183,277
Fairmont	2,952	6,244	2,754	11,857	166,076	170,903
Granada	3,797	978	3,802	13,635	120,064	70,378
LTD II					22,746	
Thunderbird		5,296	3,289	11,041	218,968	90,673
Ford	2,099	1,153	2,103	7,769	142,453	68,717
Escort	5,446		4,965	17,888		24,709
L-M Division	7,814	10,690	10,062	39,901	558,809	263,569
Mercury Total	6,162	7,359	8,413	32,943	437,787	229,706
Bobcat		768			38,701	12,445
Capri	407	2,713	1,319	5,871	88,575	54,229
Zephyr	904	1,131	1,126	4,321	50,046	55,852
Monarch		146			51,987	16,409
Cougar/XR7	1,659	2,601	3,018	11,442	120,435	42,979
Mercury	1,290		1,301	5,485	88,043	39,757
Lynx	1,902		1,649	5,824		8,035
Lincoln Total	1,652	3,331	1,649	6,958	121,022	33,863
Lincoln	688	1,611	605	2,992	59,931	13,956
Versailles					10,234	1,861
Mark VI	964	1,720	1,044	3,966	50,857	18,046
GENERAL MOTORS	87,147	102,308	85,030	338,180	4,039,458	3,113,546
Buick Division	15,411	16,281	16,226	61,779	593,920	595,163
Skyhawk		646			18,564	
Skylark/'79-'80	3,994	3,212	4,279	16,006	81,951	168,807
Century	3,595	1,967	3,523	13,804	44,237	128,584
Regal	4,038	4,757	4,539	17,081	205,543	154,726
Buick	2,680	4,422	2,767	11,241	201,499	110,363
Riviera	1,104	1,277	1,118	3,647	42,877	32,683
Cadillac Division	4,878	6,548	4,158	17,028	270,127	148,652
Seville	1,163	1,120	822	3,528	34,212	26,129
Cadillac	2,128	4,451	2,088	8,579	182,361	82,527
Eldorado	1,587	977	1,248	4,921	53,554	39,996
Chevrolet Division	37,546	46,529	37,898	155,608	1,793,312	1,348,985
Chevette	9,000	9,080	9,132	37,680	325,651	358,797
Monza	2,780	3,386	2,912	12,425	123,416	129,339
Camaro	2,320	5,004	2,664	10,347	212,288	94,237
Nova/Citation	10,291	7,795	8,997	35,306	225,559	355,397
Malibu	6,155	8,308	6,988	28,770	313,246	203,060
Monte Carlo	3,680	4,600	4,087	17,742	184,626	83,870
Chevrolet	2,400	7,601	2,317	9,949	370,739	90,580
Corvette	920	755	709	3,389	37,787	33,705
Oldsmobile Division	14,866	18,411	13,906	52,530	804,058	576,838
Starfire		313			16,456	
Omega/'79-'80	2,009	1,506	1,798	7,627	38,222	88,298
Cutlass	7,497	10,729	6,502	22,663	416,216	288,572
Oldsmobile	4,658	4,740	5,122	20,298	292,322	172,160
Toronado	702	1,073	484	1,942	40,842	27,808
Pontiac Division	14,446	14,539	12,842	51,235	578,041	443,908
Acadian†	280	265	200	1,392	14,188	16,369
Sunbird	3,620	2,032	3,556	11,081	80,167	113,665
Phoenix/'79-'80	2,997	2,251	2,740	10,243	62,461	108,960
Firebird	1,928	3,715	1,454	6,291	157,708	60,968
LeMans	1,661	2,109	1,438	6,434	72,028	45,053
Grand Prix	3,025	1,807	2,495	11,828	72,562	53,943
Pontiac	935	2,360	959	3,966	48,927	44,950
VOLKSWAGEN	3,640	5,666	1,378	2,834	125,679	147,187
CHECKER	87*	118	87	371	3,705	2,338
Total Cars, U. S.	135,250	165,950	137,585	533,303	6,698,127	4,788,661

CANADIAN CAR PRODUCTION

	Week Ended Oct. 4, 1980	Same Week 1979	Week Ended Sept. 27, 1980	Sept. Estimate	Jan. 1, to Oct. 6, 1979	Jan. 1, to Oct. 4, 1980
CHRYSLER CORP.	2,400	4,217	2,370	9,711	95,601	55,773
FORD MOTOR	6,736	648	5,813	20,102	230,600	196,312
GENERAL MOTORS	11,782	10,106	11,470	43,778	434,066	371,768
VOLVO	190	204	186	822	6,367	7,539
Total Cars, Canada	21,198	15,175	19,839	74,413	766,634	631,392
N. American Cars	156,448	181,125	157,424	607,716	7,464,761	5,420,053
N. American Trucks	53,178	64,510	43,663	178,673	3,067,766	1,542,607
North American Cars and Trucks	209,526	245,635	201,087	786,389	10,532,527	6,962,660

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

NHTSA launches GM window probe, closes 3 others

WASHINGTON. — An alleged problem with the tailgate window defroster in 1979 Chevrolet, Buick, Oldsmobile and Pontiac intermediate station wagons was the only defect investigation mounted by NHTSA in the previous quarter.

The safety agency said it terminated three other investigations in that same time frame. It made one initial defect determination, the one involving as many as 16 million Ford transmissions which the NHTSA alleges may slip from Park to Reverse without warning.

10/14/80 C 2700-1 U

Automotive News

Detroit, October 13, 1980

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Bird in flight

Jim Dunne

New Pontiac Firebird due in '82

The '82 Pontiac Firebird will sport all-new sheet metal, including pop-up headlamps and a rear hatchback. Weight will be cut 600 pounds and length trimmed about 18 inches. The front-engine/rear-drive platform continues but with a 2.5-liter four-cylinder engine as standard. The body, which will be shared by the Chevrolet Camaro, will feature matching-color soft bumper system. The Camaro will not have pop-up headlamps.

Jim Plegue

Camaro-Firebird to get all-new body for '82

By Paul Lienert
Contributing Editor

Pontiac Firebird and its sister car, Chevrolet Camaro, will get their first overhaul in 12 years when the all-new '82 models bow next fall.

The '82 Firebird and Camaro get completely redesigned sheet metal and mechanicals, with overall length trimmed 18 inches and weight slashed about 600 pounds. Wheelbase will be cut from 108 inches to about 105 inches.

Many components will be shared with the front-drive X-cars, but the '82 Firebird and Camaro will continue the present front-engine/rear-drive configuration.

A 2.5-liter four-cylinder will replace today's V-6 as the base engine, but both cars in '82 will still offer optional V-6 and V-8 engines, along with four-speed and five-speed manual and three-speed automatic transmissions.

Firebird Trans-Am and Camaro Z-28 also may get turbo options, with Chevy scheduled to build a fuel-injected 5-liter V-8 specifically for the Z-28 in '82. The base 2.5-liter four may get throttle-body injection as well.

Suspension will be via MacPherson struts in front with a conventional solid axle and coil springs in the rear. Rack-and-pinion steering will be featured, along with steel-belted radial tires and, on Z-28 and Trans-Am, four-wheel disk brakes.

A new Firebird SE model will be slotted above Trans-Am in '82. The SE is a luxury-sport edition of Firebird, while Trans-Am remains the performance-oriented Firebird model.

Firebird and Camaro are to get soft, body-colored bumper systems in '82. Firebird will use single, pop-up headlamps, while Camaro will have fixed dual rectangular lamps.

Both cars, for the first time, will offer full hatchbacks. They will be available only as two-door models.

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NEWSPAPER

New small cars are a hit; '81 prices shock buyers

By Joseph Bohn
Marketing Editor

Traffic poured into Ford and Chrysler showrooms for the opening days of introduction of 1981 models, though there were still some qualifiers to this early success, an Automotive News survey revealed.

General Motors dealers apparently got off to a more moderate start.

Escort, Lynx and the Chrysler "Ks" are drawing crowds and selling out, although supplies are short. But prices on some familiar Ford nameplates were getting a chilly reception, dealers reported.

Chrysler's other '81s (except the new luxury Imperial) don't officially go on sale until Oct. 16, and dealers said their stocks were too low to give an accurate picture of how they'd do.

One Detroit-area Chrysler dealer sold seven of his nine Imperials quickly—one to Ford, two to General Motors (for evaluation purposes), one to an auto supplier, one to a cement company owner, etc.

He felt Imperial was [illegible] Cordoba and reported generally strong sales across all product lines, except trucks.

Both Chrysler and Ford Motor immediately claimed success for their new small cars, based on early sales returns.

Chrysler reported selling 5,011 K-cars by Oct. 2 (introduction day), a new record, surpassing the previous high mark for Belvedede/Coronet set in 1964. By the weekend (Oct. 4), it had 15,267 sold orders for K-cars, topping the Omni/Horizon record in January, 1978.

Ford reported Escort sales of 7,398 on announcement day, with firm customer orders for another 19,365 — both numbers topping the previous Mustang records in April, 1964. Lincoln-Mercury added that its introductory weekend sales of 1,800 Lynx and 1,223 Cougars led the division to a new record.

- Dealers backed up the enthusiastic factory reports, but drew attention to $9,000 Granadas, for example, as being real public "shockers."

One Arkansas Ford dealer said getting the public to accept '81 prices was "like trying to turn on a cold woman. Hell, we can't get anywhere with them (the public)."

General Motors dealers didn't draw quite as many visitors, but welcomed competitors' new models for stirring up buying interest. They felt they'd do well, once people got around to comparing cars.

Several Ford dealers noted a greater inclination by foreign owners to buy American. In California, the Chrysler K-cars weren't viewed as being big import conquestors. But Escort/Lynx had already begun siphoning off sales.

Overall, the '81 prices are really helping move out '80s. Unfortunately, a number of dealers

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Domestics vs. imports: High noon at the ITC

By Helen Kahn and
Jake Kelderman
Washington Bureau

WASHINGTON. — They were shooting at each other in the Great Hall of Justice last week. The big guns of the UAW, Ford Motor Co., several AFL-CIO unions representing suppliers and a limited supplier group calling itself AMICUS aimed against the big guns of Toyota, Nissan, Honda, Subaru, the Japanese Automobile Manufacturers Assn., the Automobile Importers of America and the American International Automobile Dealers Assn.

The ammunition was facts and figures by the thousands, filings by the boxful and talk by the hours.

When the smoke had cleared the victims were probably the several hundred persons who had gathered to watch and listen to whether the U. S. should limit the importation of Japanese cars in the face of the devastated condition of its own auto industry.

Under the watchful eyes of the two great silver figures that guard the hall and the glare of the television cameras, the commissioners of the International Trade Commission — three men and two women — tried to make sense of it all.

The ITC is looking at the 5-year history of the auto industry to determine whether imports have damaged the industry.

Numbers never matched, even though each plaintiff and each defendant is armed to the teeth with proof positive that either the imports did Detroit in or that Detroit—helped by low gas prices and a recession—did itself in.

Car prices will rise dramatically, will rise slightly or will be uncertain should import retrictions be imposed, depending on the speaker. Employment, inflation and the fortunes of certain domestic makers were similarly forecasted at wide variances.

Only the commissioners, who had waded through a mountain of briefs prior to the public hearing, will have the answer and they are not going to tell until after the election.

The commission's task is to decide if the U. S. auto industry has suffered serious injury or is threatened with serious injury.

If that is determined, the next decision is: Are the Japanese imports a "substantial" cause, or are other causes—the recession,

Continued on Page 54, Col. 3

breaking news

IH bid to sell off Scout fails

CHICAGO. — Inability of a group of investors to obtain adequate financing has forced International Harvester to cancel plans to sell its unprofitable Scout sports/utility vehicle operations, the company announced last week. A spokesman said that although Harvester is pursuing other offers for the Scout, it will go ahead with plans to phase out production of the 4x4 vehicle by the end of October.

20 pct. of Escort-Lynx trades are imports

DEARBORN.—Imported cars are accounting for 20 percent of the tradeins on the new Escort and Lynx, according to Bennett E. Bidwell, Ford car and truck group vice president. He noted that this is considerably higher than the 14 percent of the car population represented by imports and said, "We believe those tradeins are an excellent endorsement for these new domestic cars."

Mullane blasts Ford price hike

HACKENSACK, N. J.—Ed Mullane, president of the Ford Dealers Alliance, charged last week that Ford Motor's latest price increase "rode roughshod over dealer pleas not to do so." Mullane said FDA had wired Ford Chairman Philip Caldwell, asking him not to increase prices. FDA said a price hike would act negatively on new-car introductions. The group urged Ford to take a "leadership position" in opposition to General Motors and to hold the price line for at least the balance of the calendar year.

Under new state law

New Jersey to buy only domestics

By John A. Russell
New York Staff Writer

TRENTON, N. J.—New Jersey will buy only American-made cars for its state fleets for the next two years under a law signed by Gov. Brendan T. Byrne last week.

The measure was rushed through the Legislature after rumors that a low bid on 500 cars for state use came from an area Datsun dealer. Under previous New Jersey law, the lowest bidder must receive the contract.

Under the new law, the state can reject a low bid on motor vehicles if it comes from an import manufacturer and buy only domestic vehicles, even though the cost may be higher.

After two days of picketing by members of the UAW at the state capital, the measure was pushed through the Legislature. New Jersey officials were apparently sensitive to the closing of the Ford Mahwah assembly plant earlier this year and the loss of 3,700 jobs.

Eric Betley, fleet manager for Lynns Datsun City of Bloomfield, N. J., told AUTOMOTIVE NEWS that while the dealership has not been officially notified its bid has not been accepted, the dealership attorneys were looking into the law. No plans have been made by the dealership on contesting this law in court, he said.

Betley said that the bid submitted by the dealership would have saved the taxpayers of New Jersey $315,000 on the cars alone, not including operational costs of the vehicles. The total bid was in the $2 to $2.5 million range, he said.

• The law, introduced by State Senator Bernard Dwyer who is running for the U. S. Congress in the upcoming election, requires both state and local governments to award bids for the purchase of automobiles to companies that either build or assemble their cars in the U. S.

Patrick Sweeney, a spokesman for the governor's office, said there is a provision in the new law which would require the purchase of domestic automobiles "unless it is inconsistent with the public interest or the costs are unreasonable."

Byrne noted in his statement that while the law is inconsistent with his personal philosophy of free trade, the past record of Japan on trade reciprocity as well as the failure of Japanese auto manufacturers to consider locating in New Jersey were reasons to sign the law.

Byrne, while not so stating specifically, was referring to efforts to attract foreign manufacturers to the Mahwah assembly plant.

The governor skirted the issue of the constitutionality of the law by commenting that "law is always about to be." But the state obviously expects challenges.

Charles Walton, executive vice president of the New Jersey Automobile Dealers Assn., said there was no lobbying since it went through the State Legislature very quickly.

It was passed on an emergency basis unanimously by both houses of the Legislature.

He added it was probably sparked by the Mahwah closing and recent layoffs at other plants for both General Motors and Ford located in New Jersey.

The association has not taken a position on the measure, he said, since it represents both import and domestic dealers but added that as an issue he did not see a reason for a state association to become involved.

The measure was passed after rumors circulated that the Datsun bid would be accepted. There are two assembly plants in the district in which Dwyer is running for Congress.

1980 Ferraris arrive

The 1980 Ferrari line includes the revamped 308GTBi berlinetta (pictured) and 308GTSi spider, both with a transverse-mounted 2,926-cc 308 V-8 engine. Both models also feature Bosch K-Jetronic CIS fuel injection, and are the first fuel-injected Ferraris to be offered in the U. S. The only extra-cost options are metallic paint and radio. The spider is priced at $52,640 and the berlinetta at $47,440.

Chrysler plan to sell plants raises UAW ire

By Roger Rowand
Engineering Editor

DETROIT. — Chrysler Corp. would like to sell off several more of its plants—two of them said to be profitable — to cut costs and pump up cash flow.

To trim costs further, the firm also would like to buy rather than make more of the car components it uses.

The company, however, is starting to meet resistance from the UAW on both counts.

The union considers itself, with management and Uncle Sam, part of a three-party team running Chrysler.

UAW Vice President Marc Stepp is director of the UAW's Chrysler department. He said members personally sacrificed $462.5 million in contract concessions as their contribution to a save-Chrysler package.

That package included $1.5 billion in federal loan guarantees.

Chrysler workers voluntarily received smaller wage hikes and lesser fringe improvements in contracts negotiated last year than workers at other car makers did.

Stepp said they are concerned and angry over rumors they've heard about the jobbing out of work and the sale of facilities.

Usually, when work from one UAW-represented plant is farmed out to another UAW plant the union does not make a major issue of it, Stepp told AUTOMOTIVE NEWS. However, in this case, in which such a situation is likely to arise, he said, "We think Chrysler workers ought to get a break."

The plants in question in the Detroit area are: Detroit Forge & Axle, Eldon Avenue Axle, McGraw Glass and Detroit Universal.

A New Castle (Ind.) forge plant also is for sale, Stepp said.

• He said the union recognizes there is unused capacity in some Chrysler plants but would prefer consolidation of work rather than plant closings.

Some 6,000 workers would be effected by changes at the four factories, Stepp said.

"We are very concerned the Chrysler Loan Guarantee Board is meeting with the Chrysler downsizing committee without UAW input," Stepp said after a meeting with company labor relations personnel.

Douglas Fraser, UAW president, is a Chrysler director. "Fraser has input at the point of review, not during plant-level decision making," Stepp said.

"Input can't be at one level. It must be at every level of decision making in the company from the shop floor to the board of directors," he said.

"We've deliberately been trying to maintain a low profile because the UAW didn't want to do anything that might damage the company. We still feel that way but we want input at the plant level," he said.

He said the union is proposing creation of a diversified operation as an alternative to closings. It would be a consolidation of work done in the Detroit facilities that now, collectively, are only 46 percent utilized.

Stepp has been a member of the UAW since 1942 when he started working at Chrysler's Highland Park (Mich.) machining plant, itself a highly diversified operation at the time.

He said in reference to the federal role at Chrysler that discussions there are complicated "by someone looking over your shoulder."

"When you're looking at numbers and someone is looking over your shoulder, there will be the temptation to go with the lowest price," he said.

"We are not going to stand still and see this company dismantled."

Reagan's Rx for auto: Banking, GSA changes

By Edward Lapham
Financial Editor

Republican Presidential candidate Ronald Reagan last week added substance to his auto industry campaign position by proposing two separate actions to increase demand for U. S.-built cars and trucks.

The former governor of California proposed that the General Services Administration, the federal government's purchasing department, place advance vehicle orders and that the Export-Import Bank of the United States make program changes to stimulate the domestic industry.

"We must pull our auto industry out of its slump and get the assembly lines back into full-time operation," Reagan said.

He said each year the GSA purchases "large numbers of American automobiles and trucks for millions of dollars" spread out over the year. Reagan said "it would be of significant help to the auto industry if the federal government placed advance orders for its foreseeable needs now."

Reagan also stressed the need to make the U. S. auto industry more capable of competing in the overseas markets as an exporter.

"Today American industry is producing the small cars the world wants at a time when the dollar is priced favorably against the German mark and the Japanese yen," Reagan said.

"Our government should be burning the midnight oil to determine every way we can increase the export of American cars, trucks and buses," he said.

• The GOP candidate proposed that an Export-Import Bank program which "has failed" to boost exports and "has been used only four times" should be changed.

Reagan said the program should be designed to "help overseas dealers purchase and stock American automobiles and to facilitate subsequent sales."

He said the program should: Ensure non-U.S.-dollar denominated promissory notes, remove rigid local security requirements, permit flexibility in deadlines for sales out of inventory, cover dealer markups as if sales were made from the U. S. to the end user and cover individual transactions of less than $25,000.

He said, however, that "prudent banking requirements" should be maintained including risk-sharing with exporter and commercial bank as well as the current requirement that the Export-Import Bank's exposure on the initial sale "is replaced, and not augmented, by its exposure on the resale to the end user."

Floor-plan cost in Ford invoice is a holdback

DETROIT.—Ford Motor's recent move (AUTOMOTIVE NEWS, Oct. 6) to tack costs of 40 days' floor-planning onto car invoices is really just a way of boosting its holdback in line with other domestics, sources said.

For '81, Chrysler and General Motors have gone to a 3 percent holdback, while Ford is still at 2 percent.

The shift in invoice billing with the added floor-plan costs really amounts to an extra 1.4 percent added.

This will be refunded at the end of the year, along with the 2 percent. Dealers get it all back, not just the portion of unused days' of floor-planning, as previously reported in AUTOMOTIVE NEWS.

They also still get 15 days' free floorplanning.

Thus, the extra charge for floor-planning amounts to nothing more than pushing the holdback up to 3.4 percent, which compares with 3 percent at Chrysler and General Motors.

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

By Jenny L. King
Staff Writer

With domestic new-car sales slumping to 1963 levels and import deliveries up more than 7 percent for the month, September industrywide new-car sales reflected the pattern established during the year: Imports strong, domestics living in the past.

General Motors offered up its 1981 models at the public altar Sept. 25 and came away with an astounding 70.68 percent of the Sept. 21-30 domestic market, an any-period record for the largest U. S. car maker.

Total for the month was 670,901, down 13.32 percent from 773,986 in September of 1979. The five U. S. car makers reported sales of 485,742, down 19.30 percent from 601,933, and the lowest since 1963 sales of 391,624.

Import sales climbed 7.62 percent to 185,159 from 172,053 despite slight sales decreases for the top two sellers, Toyota and Datsun. Year-to-date import sales through Sept. 30 stood at 1,874,625, up 3.12 percent from 1,817,825 in 1979.

The domestics trailed their 1979 year-to-date level by 23.72 percent: 4,913,735 versus 6,441,565. Third-quarter sales totaled 1,514,511, down 24.10 percent from 1,995,361 in 1979 and the lowest for that period since 1,499,272 in 1963.

• Of the five major U. S. auto makers, only Volkswagen of America showed an improvement in September, its sales up 30.03 percent to 13,479 from 10,366. With 25 selling days this

Continued on Page 56, Col. 3

Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	115,065	17.15
COMPACT	126,286	18.82
INTERMEDIATE	150,122	22.38
STANDARD	65,608	9.78
LUXURY	28,661	4.27
IMPORT	185,159	27.60
TOTAL	670,901	100.00

GM names Wiencek

DETROIT. — Dr. Robert G. Wiencek has been named to the newly created position of director of occupational safety and health on the General Motors Industrial Relations Staff. He formerly was director of health services for GM.

IMPORTED CAR SALES

	Sept., 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Alfa Romeo	282	278	2,697	3,166
Arrow	3,664	2,862	47,047	38,308
Audi	3,928	3,392	32,330	33,644
BMW	4,321	3,085	28,875	26,884
Challenger	867	740	10,538	11,635
Colt	3,263	4,129	42,764	51,156
Datsun	36,154	39,043	413,141	359,133
Fiat	2,638	3,737	30,762	49,895
Fiesta	5,678	4,770	53,744	63,012
Honda	27,053	24,412	278,571	274,756
Jaguar	327	270	2,215	2,929
Lancia	101	104	1,644	1,255
Mazda	11,388	12,267	113,372	112,721
Mercedes-Benz	5,174	3,928	49,817	41,817
MG	2,403	1,829	11,806	22,957
Opel		515		12,865
Peugeot	1,015	817	9,809	9,016
Porsche	817	1,018	8,383	11,059
Renault	3,081	2,140	20,046	14,683
Rover	47		195	
Saab	1,202	1,268	10,514	11,599
Sapporo	600	641	8,313	10,324
Subaru	16,026	8,550	110,704	98,150
Toyota	39,638	41,151	462,390	388,401
Triumph	1,955	1,012	12,370	10,458
Volkswagen	7,883	5,294	67,877	110,544
Volvo	5,654	4,801	44,701	46,205
TOTAL	185,159	172,053	1,874,625	1,816,572

U. S. CAR SALES BY MARKETING UNITS

	Sept., 1980	Sept., 1979	9 mos., 1980	9 mos., 1979
Chevrolet	134,985	144,279	1,340,099	1,666,985
Ford	74,208	110,418	852,464	1,228,914
Oldsmobile	61,562	65,000	612,294	736,256
Buick	55,886	54,819	524,444	552,684
Pontiac	49,608	50,941	465,221	607,607
Toyota	39,638	41,151	462,390	388,401
Datsun	36,154	39,043	413,141	359,133
Honda	27,053	24,412	278,571	274,756
VW of America	26,107	20,070	252,372	275,623
Dodge	22,830	37,585	245,849	365,518
Plymouth	22,263	26,058	234,027	313,195
Mercury	21,703	39,167	234,979	399,867
AMC-Renault	16,646	16,253	134,153	127,345
Cadillac	15,409	19,887	154,052	229,087
Subaru	16,026	8,550	110,704	98,150
Mazda	11,388	12,267	113,372	112,721
Chrysler	10,009	34,324	104,093	201,181
Volvo	5,654	4,801	44,701	46,205
Mercedes-Benz	5,174	3,928	49,817	41,817
Jaguar-Rover-Triumph	4,732	3,111	26,586	36,344
BMW	4,321	3,085	28,875	26,884
Lincoln	4,307	7,833	50,730	94,533
Fiat	2,739	3,841	32,406	51,150
Saab	1,202	1,268	10,514	11,599
Peugeot	1,015	817	9,809	9,016
Alfa Romeo	282	278	2,697	3,166
TOTAL	670,901	773,986	6,788,360	8,259,390

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia; 1979 Buick includes Opel; Jaguar Rover Triumph includes MG.

Research called inconclusive on diesel as health hazard

Continued from Page 6

in 1985) were achievable and that they were, in any event, based on technological capability and not the potential carcigonicity factor.

He said all the makers were already capable of meeting the 1982 standard and that research work indicates technology is also available for the 1985 standard and that its reliability need only be improved.

General Motors, Mack and Caterpillar challenged that contention, arguing that 0.2 technology did not exist for cars and that the kind of levels the EPA is talking about for heavy-duty trucks are well beyond the pale. The need for standards this stringent have not been demonstrated, they said, and they should be changed.

Mack and Caterpillar also want the EPA to ease its proposed NOx standard of 1.7 grams/bhp-hr to 6 g/bhp-hr and to establish separate standards for gasoline and diesel heavy-duty trucks.

• The Natural Resource Defense Council, on the other hand, thinks EPA has been too lax with both the car and heavy duty truck makers. It says the makers could meet the particulate standards, and on an earlier timetable.

It said EPA also violated the law by granting various of the diesel passenger car makers waivers from the 1981 NOx standard. It said EPA should not have granted those waivers because the technology is available to meet the 1.0 GPM standard and that the excess emissions of NOx caused by these waivers present a hazard to the populace.

The NRDC recently sued the EPA on both its NOx waiver policies and the diesel particulate standards. The U. S. Court of Appeals here will hear the suit the end of this month.

Firestone Tire Group names West, Aucott

AKRON. — William L. West has been named to the newly created post of vice president for quality control of Firestone Tire & Rubber Co.'s North American Tire Group.

George W. Aucott will succeed West as vice president for manufacturing. Aucott had been executive vice president for sales and marketing for the tire group.

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

Continued from Page 2

year compared with 24 a year ago, VWoA was up 24.77 percent on a daily rate basis.

General Motors September sales totaled 317,450, down 5.07 percent from 334,411 (down 8.87 percent daily rate). Ford Motor Co. sales of 94,540 were down 38.07 percent from 152,648 (down 40.53 percent daily rate). Chrysler Corp. reported sales of 46,708, down 48.33 percent from 90,395 (50.40 percent daily rate), and American Motors sales of 13,565 were 3.88 percent away from 14,113 a year ago (7.65 percent daily rate).

General Motors earned 65.35 percent of the domestic market for the month, up an amazing 10 percentage points from 55.56 percent in 1979. Ford cornered 19.46 percent, down from 25.36 percent. Chrysler sales accounted for 9.62 percent, down from 15.02 percent. AMC earned 2.79 percent, up from 2.34 percent, and VWoA had 2.78 percent, up from 1.72 percent.

Of the 13 U. S. makes, only VWoA Rabbit and Buick came out ahead for the month. Buick was up 2.91 percent. Bad news for Chrysler was its 70.84-percent drop, to sales of 10,009 from rebate-boosted sales of 34,324 in 1979. Dodge sales dropped 42.84 percent and Plymouth was off 22.93 percent.

• At Ford Motor Co., Ford sales dropped 35.13 percent, Mercury was down 44.59 percent and Lincoln skidded 45.01 percent.

Pontiac sales were down 2.62 percent on a year-to-year basis, Oldsmobile dropped 5.29 percent, Chevrolet was 6.44 percent away from last September and Cadillac slumped 22.52 percent.

Of the 27 import makes with sales reported by AUTOMOTIVE NEWS, 16 boasted increases in September, including Honda, up 10.82 percent, Fiesta up 19.04 percent, Renault up 43.97 percent, Volkswagen up 48.90 percent and Subaru up a whopping 81.44 percent. Imports accounted for their accustomed high percentage of the total market: 27.60 percent in September.

The market class profile for the month showed imports with the largest segment, 27.60 percent. U. S. subcompacts accounted for 17.15 percent, compacts were 18.82 percent, 22.38 for intermediates, 9.78 percent for standard-size cars and 4.27 percent for the luxury models.

In just the domestic market, subcompacts were 23.69 percent, compacts were 26.00 percent, intermediates were 30.90 percent, full-size were 13.51 percent and luxury cars had 13.51 percent.

Top selling nameplates for the month were: Chevrolet Chevette, 32,592, Chevrolet Citation, 24,674, Chevrolet Malibu, 20,434, Oldsmobile Cutlass Supreme, 19,108 and Oldsmobile Cutlass, 17,768. Last year the top five were: Cutlass Supreme, full-size Chevrolet, Citation, Ford Fairmont and Malibu. Ford had no entries among this year's best five; Pinto came in eighth.

Third-period domestic sales, spurred by GM's 28.22-percent increase, climbed to within 8,000 units of the 1979 total for the period: 205,561 versus 213,272, down 3.62 percent.

With its new-model introduction a week ahead of the competition, GM managed to capture 70.68 percent of the last-September market. Ford slipped to 16.03 percent, Chrysler with 8.13 percent was at its lowest for any period this year, AMC estimated sales earned it 2.29 percent and VWoA had 2.87 percent.

Silver for Smyly

Wil Smyly, right, Buick dealer in Malden, Mass., receives his 25-year silver plate from Buick General Sales Manager J. D. Duffy.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1980	Same Period, 1979	September, 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Spirit			4,082	4,817	40,532	39,496
Concord			6,742	7,114	50,012	65,107
Pacer			83	525	1,966	6,402
Eagle			2,658	1,657	21,597	1,657
AMERICAN MOTORS*	4,700†	3,600†	13,565	14,113	114,107	112,662
Horizon	3,816	1,054	10,841	3,359	102,197	114,131
Volare	2,477	7,434	6,766	18,746	63,842	139,491
Voyager		503		1,168		8,265
Fury		36		82		2,676
Plymouth	129		392		12,628	
Total Plymouth	6,422	9,027	17,999	23,355	178,667	264,563
LeBaron	1,869	4,958	4,874	12,733	46,806	80,371
Cordoba	1,310	4,341	3,284	10,151	34,002	45,223
Chrysler	633	5,064	1,851	11,440	23,225	75,587
Total Chrysler	3,812	14,363	10,009	34,324	104,093	201,181
Omni	2,785	862	8,452	3,014	83,902	97,572
Aspen	1,705	5,309	4,899	14,306	48,188	97,067
Sportsman		990		2,405		24,917
Diplomat	980	2,368	2,548	6,033	24,264	37,078
Monaco		23		84		2,554
Mirada/Magnum	802	1,300	2,025	3,252	21,187	18,622
Dodge	197	1,374	776	3,622	15,006	24,917
Total Dodge	6,469	12,226	18,700	32,716	192,547	302,727
CHRYSLER CORP.	16,703	35,616	46,708	90,395	475,307	768,471
Pinto	6,214	4,019	16,289	12,740	124,709	152,708
Mustang	4,947	7,037	15,374	20,803	179,479	237,524
Fairmont	4,739	8,431	14,905	23,729	214,568	259,110
Club Wagon		927		2,739		31,094
Granada	2,619	3,424	6,774	10,122	61,448	110,775
LTD II		511		1,302	3,012	24,256
Thunderbird	3,201	8,075	8,442	18,837	104,016	154,919
Ford	2,033	5,797	6,746	15,376	111,488	195,516
Ford Division	23,753	38,221	68,530	105,648	798,720	1,165,902
Bobcat	884	774	2,760	2,941	23,271	36,526
Zephyr	1,932	2,298	5,800	6,371	61,526	74,915
Monarch	561	1,289	1,588	3,703	20,499	43,218
Cougar						3,955
XR-7	1,264	4,937	3,455	11,366	41,803	93,415
Capri	1,598	1,841	4,783	5,534	48,915	72,227
Mercury	1,245	4,400	3,317	9,252	38,965	75,611
Total Mercury	7,484	15,539	21,703	39,167	234,979	399,867
Versailles	84	344	191	1,042	3,885	10,826
Lincoln	764	1,220	1,926	3,330	21,714	46,666
Mark VI	866	1,440	2,190	3,461	25,131	37,041
Total Lincoln	1,714	3,004	4,307	7,833	50,730	94,533
L-M Division	9,198	18,543	26,010	47,000	285,709	494,400
FORD MOTOR	32,951	56,764	94,540	152,648	1,084,429	1,660,302
Skyhawk	331	423	465	1,583	5,388	15,410
Skylark	5,113	4,170	11,821	10,832	127,106	80,796
Century	5,247	1,909	11,216	4,802	106,736	38,183
Regal	7,560	5,828	17,054	19,148	142,893	199,765
LeSabre	2,883	1,650	6,818	8,962	68,224	102,647
Electra	2,257	1,288	5,180	6,549	43,701	63,931
Riviera	1,589	1,066	3,332	2,428	30,396	39,087
Buick Division	24,980	16,334	55,886	54,304	524,444	539,819
Seville	1,414	903	2,555	2,781	24,776	30,613
Cadillac	4,400	4,545	8,757	14,292	92,754	151,174
Eldorado	2,201	995	4,097	2,814	36,522	47,300
Cadillac Division	8,015	6,443	15,409	19,887	154,052	229,087
Chevette	15,595	8,454	32,592	20,931	291,816	292,144
Monza	5,282	2,892	13,856	8,526	116,442	114,397
Citation/Nova	12,070	9,958	24,674	28,636	288,444	219,792
Sportvan		495		1,838		24,594
Camaro	3,759	4,206	8,742	11,044	93,165	166,841
Malibu	9,857	7,884	20,434	21,940	199,025	266,491
Monte Carlo	6,998	6,404	14,170	19,112	120,422	209,175
Chevrolet	8,553	7,060	17,492	29,015	203,238	344,844
Corvette	1,407	1,247	3,025	3,237	27,547	28,707
Chevrolet Division	63,521	48,600	134,985	144,279	1,340,099	1,666,985
Starfire	234	490	329	1,245	5,334	15,395
Omega	2,717	1,452	6,406	4,339	65,531	35,477
Cutlass	8,944	3,891	17,768	7,241	156,832	72,430
Supreme	6,521	14,003	19,108	31,380	194,288	329,167
Olds 88	4,432	3,801	9,815	12,811	112,208	179,552
Olds 98	2,776	2,095	5,548	5,959	50,603	68,181
Toronado	1,142	1,002	2,588	2,025	27,498	36,054
Oldsmobile Division	26,766	26,734	61,562	65,000	612,294	736,256
Sunbird	4,605	1,710	11,920	5,335	101,692	71,236
Phoenix	3,070	1,992	6,507	6,554	72,934	58,285
Firebird	2,480	2,869	6,126	8,063	67,253	121,015
LeMans	2,950	2,492	6,123	7,461	57,811	87,829
Grand Prix	5,330	3,568	11,259	11,270	84,549	136,839
Pontiac	3,582	2,579	7,673	12,258	80,982	132,403
Pontiac Division	22,017	15,210	49,608	50,941	465,221	607,607
GENERAL MOTORS	145,299	113,321	317,450	334,411	3,096,110	3,779,754
VOLKSWAGEN	5,908	3,971	13,479	10,366	143,782	120,376
DOMESTIC TOTALS	205,561	213,272	485,742	601,933	4,913,735	6,441,565
IMPORT TOTAL			185,159	172,053	1,874,625	1,817,825
GRAND TOTAL			670,901	773,986	6,788,360	8,259,390

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

factories list auction dates

American Motors

Oct. 14 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 15—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Dallas Auto Auction, 4226 E. Main, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Oct. 16 — Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

Oct. 15—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 16—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1927 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Ford Motor Co.

Oct. 15—Concord Auto Auction, Hosmer St., Acton, Mass.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

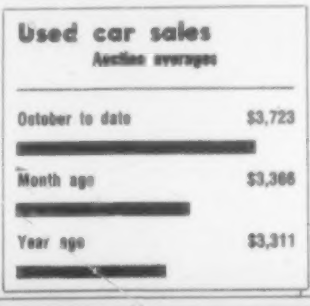
Oct. 16—Minneapolis Northstar Auto Auction, 7701 State Highway 101, Shakopee, Minn.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.



Model breakdown
Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$5,842	$6,350	$6,516
1979	4,971	4,787	5,022
1978	3,874	3,841	3,896
1977	3,101	3,240	3,256
1976	2,294	2,362	2,445
1975	1,770	1,741	1,808
1974	1,390	1,350	1,310
1973	1,178	1,167	983
Overall Average	$3,723	$3,545	$3,649

NADA is No. 2 in contributions to candidates

WASHINGTON. — NADA is again second only to the doctors' lobby in spending money to influence Congress through its Automobile and Truck Dealers Election Action Committee (DEAC).

In the list of the Top Ten, according to the Federal Election Commission, NADA gave $12,526—a sum exceeded only by the American Medical Assn. which gave $596,435.

Others — all below half a million dollars—included the realtors, UAW, AFL-CIO, carpenters, milk producers, machinists, the United Transportation Union and the life-insurance lobby.

The figures are from an interim report through June, 1980. At that point, some $25 million had been contributed by Political Action Committees (PACs) for the Presidential and Senate and House races—a $10 million increase over the first quarter of 1980. This does not include $2.7 million which PACs spent independently in support of or in opposition to federal candidates.

The latest figures on PACs showed they had raised $85.3 million, spent $61.4 million, contributed $25 million to federal candidates, spent $1.36 million independently in behalf of federal candidates and spent $1.33 million independently in opposition to federal candidates.

Emissions ruling favoring makers is overturned

WASHINGTON. — Emissions performance warranty regulations that will require a manufacturer to pay for faulty emission control devices are effective immediately.

The U. S. Court of Appeals for the 6th Circuit has overturned the decision of a Michigan District Court that had prevented the EPA from enforcing the regulations pending its issuance of final regulations dealing with aftermarket parts certification and allowable maintenance.

The major auto makers and MVMA had argued before the lower court that without the latter regulations, manufacturers would have no way of knowing if the part was faulty because of their or the owner's doing.

The performance warranty is triggered when a vehicle fails an EPA-approved inspection and maintenance test.

I&M will be required in nearly 100 of the country's major metropolitan areas by 1982 as part of those regions' efforts to comply with ambient air-quality standards.

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NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1980	Percent Share of Market	Regis., July, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 7 mos., 1980	Percent Share of Market	Regis., 7 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	138,316	19.31	197,434	21.56	− 2.25	1,030,575	19.94	1,250,084	20.28	− 0.34
Ford	87,826	12.26	122,605	13.39	− 1.13	649,387	12.57	902,754	14.64	− 2.07
Oldsmobile	66,635	9.30	82,311	8.99	+ 0.31	461,161	8.93	550,414	8.93	....
Buick	57,221	7.99	58,881	6.43	+ 1.56	393,412	7.61	394,822	6.40	+ 1.21
Pontiac	49,323	6.89	69,530	7.60	− 0.71	354,426	6.86	465,019	7.54	− 0.68
Mercury	23,249	3.25	41,315	4.51	− 1.26	194,714	3.77	304,868	4.94	− 1.17
Dodge	19,188	2.68	32,021	3.50	− 0.82	140,736	2.72	228,355	3.70	− 0.98
Plymouth	17,713	2.47	27,999	3.06	− 0.59	131,088	2.54	206,331	3.35	− 0.81
Cadillac	15,520	2.17	21,051	2.30	− 0.13	123,878	2.40	178,189	2.89	− 0.49
AMC	10,598	1.48	14,310	1.56	− 0.08	90,336	1.75	86,033	1.40	+ 0.35
Chrysler	9,192	1.29	19,070	2.08	− 0.79	79,679	1.54	134,351	2.18	− 0.64
Lincoln	5,523	0.77	7,363	0.81	− 0.04	44,592	0.86	76,923	1.25	− 0.39
GENERAL MOTORS	327,015	45.66	429,207	46.88	− 1.22	2,363,452	45.74	2,838,528	46.04	− 0.30
FORD MOTOR CO	116,598	16.28	171,283	18.71	− 2.43	888,693	17.20	1,284,545	20.84	− 3.64
CHRYSLER CORP	46,093	6.44	79,090	8.64	− 2.20	351,503	6.80	569,037	9.23	− 2.43
AMERICAN MOTORS	10,598	1.48	14,310	1.56	− 0.08	90,336	1.75	86,033	1.40	+ 0.35
IMPORTS	215,677	30.12	221,297	24.17	+ 5.95	1,471,288	28.47	1,384,378	22.45	+ 6.02
MISCELLANEOUS	164	0.02	410	0.04	....	2,011	0.04	2,751	0.04	....
TOTAL	716,145		915,597			5,167,283		6,165,272		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Illinois.

Imports' share hits record 30.12 percent

July registrations lowest in 16 years

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in July were lowest for that month since 1963, a slight improvement over the June performance which was lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in July totaled 716,145, down 21.78 percent from 915,597 a year earlier.

It was the lowest July count since 1963, when 705,992 new cars were registered. Record for July is 1,103,143, which has stood since 1973.

July registrations followed the pattern of recent months in that imports were down slightly from the preceding year, while domestics were down sharply.

Registrations of new U. S.-built cars totaled 500,468 in July, down 27.92 percent from 694,300 a year earlier. Imports totaled 215,677, off 2.54 percent from the year-earlier July record of 221,297.

As a result, import penetration of the new-car market in July was a record 30.12 percent, the first time the import share for any month has passed 30 percent. A year earlier, imports accounted for 24.17 percent of July registrations.

For the first seven months of 1980, new-car registrations totaled 5,167,283, down 16.19 percent from 6,165,272 last year.

• All of the U. S. corporate makers suffered declines at the hands of the imports in their market shares in July compared with a year earlier. Even the miscellaneous category saw its share of the market halved in July to 0.02 percent, compared with 0.04 percent last year.

Ford Motor Co. logged the largest decline, down 2.43 percentage points to 16.28 percent of July new-car registrations. Chrysler Corp. dipped 2.20 points to 6.44 percent, while General Motors was off 1.22 points to 45.66 percent and American Motors slipped 0.08 of a point to 1.48 percent.

Tables on Page 51

Excluding imports, domestic-only registrations in July were divided this way: GM, 65.34 percent; Ford Motor Co., 23.30 percent; Chrysler Corp., 9.21 percent; AMC, 2.12 percent, and miscellaneous, 0.03 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 61.82 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 11.39 percent; AMC, 2.06 percent, and miscellaneous, 0.06 percent.

• By size segments, only subcompacts managed to improve their market share, as imports took bites of each segment. Subcompacts accounted for 12.47 percent of July registrations, up 0.12 of a point. Imports were up 5.95 points to 30.12 percent.

Largest decline was suffered by the standard-size cars, which were down 2.86 points to 11.03 percent of total July registrations. Surprisingly, the compact segment was down 1.66 points to 21.18 percent.

Intermediates were down 0.48 of a point to 20.96 percent, while the luxury segment was off 0.09 of a point to 4.24 percent.

Registrations by size class in July were: Subcompact, 89,322; compact, 151,701; intermediate, 150,080; stadnard, 79,003; luxury, 30,362, and import, 215,677.

The top 20 domestic nameplates in registrations in July were:

1—Chevrolet Citation	33,009
2—Chevrolet Chevette	27,658
3—Ford Fairmont	22,625
4—Olds Cutlass Supreme	22,004
5—Ford Mustang	19,618
6—Standard Chevrolet	18,125
7—Standard Oldsmobile	17,372
8—Olds Cutlass	16,362
9—Chevrolet Malibu	15,975
10—Buick Regal	15,826
11—Ford Pinto	13,948
12—Buick Skylark	13,786
13—Standard Ford	13,775
14—Chevrolet Monza	12,552
15—Chevrolet Monte Carlo	12,300
16—Buick Century	12,023
17—Standard Buick	11,823
18—Pontiac Sunbird	10,581
19—Plymouth Horizon	9,899
20—Ford Thunderbird	9,628

Nault adds Mercedes

MANCHESTER, N.H.—Nault's Auto World has added the Mercedes-Benz line.

British Chevettes for W. Germany

LONDON.—Chevette becomes the first Vauxhall car to be marketed in volume in Germany when it goes on sale this month through Opel's German dealer network.

The initial order for 2,000 sedans, hatchbacks and station wagons, built at Vauxhall's Ellesmere Port plant, has been augmented by a further order that will mean deliveries of more than 5,000 to German Opel dealers by the end of the year.

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New Used Trucks

Irvin at large

Continued from Page 3

is a one product plant. There's a family type atmosphere. People know each other."

As an example of the quality work, one of every 100 engines is completely torn down, inspected and then reassembled, a 10-day process.

And every engine is hand-built by one worker. After being finished, each one is run for two hours on a test stand before being pronounced ready to go into a car.

- The engine blocks come from a nearby outside foundry. The car bodies are also built by a subsidiary of BL, the British auto firm. They arrive as a shell, with nothing more than an anti-rust undercoat.

Another example of the hand work is the radiator-grille shop. A worker makes two a day by hand and then puts his initial on the back side of the grille.

"Not many people in the world today are willing to put their name on their work," said Frank Reid as he finished one of his radiators.

At the end of the line, one inspector goes over the car for an hour or so. Time is not that crucial because the plant finishes only about 12 a day.

The workers don't look different from workers at other plants in Europe, America and Japan. Many are young. The average age is 30-35. They've got long hair, wear colorful T-shirts.

They earn about $12,000 a year, more than Japanese auto workers but less than American auto workers.

When the car reaches the end of the line, it lacks bumpers and some of the trim. The reason is it's not really finished. It then undergoes a five-day road test. "All the bright work is removed so it won't be damaged in the test," Walton said.

Afterwards, the car is repainted completely, the bumpers and other trim attached. Finally, it is ready to be sent to the customer.

The plant is now swinging into production of the new Silver Spirit model, replacing the Silver Shadow, in production for 15 years.

However, in a departure from the normal automotive practice, the Silver Shadow is still in production, alongside its replacement.

The Silver Shadow will remain in production through the end of the year, with a few hundred still to be finished.

Nelson, the production manager, explained that this was being done to provide an overlap of models — to phase in the new model gradually on the assembly line.

The rarefied $100,000 price level of these cars provides some insulation to the model change.

"The changeover has worked well," Nelson said. "This overlap is an innovation in British industry. By training the workers on the new model while continuing to build the old model we had no loss of productivity."

He also plans to expand the "quality circles" program. "Quality is a way of life here because it is how we maintain our reputation," he said.

The objective now is to provide more "operator control" over quality, he explained. "Inspectors don't improve quality, they only inspect it. So we have ordered that new grinders and other machines have measuring equipment installed so that the operator can change tolerances."

Of course, he admitted, there is some highly automated equipment which can make such adjustments automatically "but we don't have the volume here for that type of equipment."

Despite all the inspectors, however, even Rolls-Royce has the occasional recall campaign. There was one earlier this year involving some hydraulic hoses routed too close to an exhaust system catalyst. The hoses were changed to a new design.

Nelson doesn't own a Rolls because of the cost. "I'd love to buy one — it's a super car," he said. "But I do drive one at least every two weeks because part of my job is checking quality control."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
JULY, '80 VS. JULY, '79

	1980		1979	
	July	Year	July	Year
AMX Spirit/AMX	3,746	31,909	5,483	29,212
Concord	3,573	30,832	6,646	41,091
Concord Station Wagon	1,011	8,826	1,420	9,543
Eagle 4 WD	932	6,950		
Eagle Station Wagon	1,162	9,996		
Pacer	56	559	223	1,904
Pacer Station Wagon	118	1,264	500	3,822
Matador			32	330
Matador Station Wagon			6	131
Total American Motors Corp.	10,598	90,336	14,310	86,033
Chrysler LeBaron	3,338	31,182	6,986	48,637
LeBaron Station Wagon	595	4,836	908	8,054
Cordoba	3,188	25,464	3,275	28,600
Newport	975	7,455	5,841	32,167
New Yorker	1,096	10,742	2,060	16,893
Total	9,192	79,679	19,070	134,351
Plymouth Horizon	9,899	73,648	11,786	97,944
Voyager			941	5,779
Volare	4,811	39,993	11,482	75,701
Volare Station Wagon	1,167	9,087	3,619	23,909
Fury			165	2,870
Fury Station Wagon			6	128
Gran Fury	1,836	8,360		
Total	17,713	131,088	27,999	206,331
Dodge Omni	8,091	60,705	10,666	82,802
Aspen	4,236	30,031	7,371	50,294
Aspen Station Wagon	1,018	6,779	2,562	18,037
Sportsman			3,019	18,949
Monaco			151	2,738
Monaco Station Wagon			5	99
Diplomat	1,837	15,064	3,125	22,963
Diplomat Station Wagon	316	2,645	466	3,882
Magnum XE/Mirada	2,060	15,628	1,560	12,873
St. Regis	1,630	9,884	3,096	15,718
Total	19,188	140,736	32,021	228,355
Total Chrysler Corp.	46,093	351,503	79,090	569,037
Ford Pinto	11,145	73,567	11,601	85,061
Pinto Station Wagon	2,803	19,949	4,785	34,544
Fairmont	16,202	135,427	20,447	143,922
Fairmont Station Wagon	6,423	47,276	7,116	50,732
Granada	8,003	46,133	11,404	88,872
Club Wagon			3,069	25,058
LTD II	229	2,772	1,726	21,923
LTD	8,969	59,696	15,516	127,223
LTD Crown Victoria	2,547	14,995		
Ford Station Wagon	2,259	16,769	3,846	30,963
Mustang	19,618	144,833	27,871	182,156
Thunderbird	9,628	87,970	15,224	112,300
Total	87,826	649,387	122,605	902,754
Lincoln Continental	2,503	18,651	3,398	39,034
Continental Mark	2,580	22,378	3,037	29,861
Versailles	440	3,563	928	8,028
Total	5,523	44,592	7,363	76,923
Mercury Bobcat	1,802	14,916	3,274	22,139
Bobcat Station Wagon	391	3,253	767	5,770
Zephyr	3,844	39,264	6,767	47,702
Zephyr Station Wagon	1,645	11,527	1,609	11,576
Monarch	2,596	17,022	4,234	34,841
Marquis	1,287	8,463	2,002	15,506
Marquis Brougham	913	7,267	1,558	13,318
Grand Marquis	1,289	11,425	2,195	17,017
Marquis Station Wagon	507	4,654	931	8,035
Cougar/XR7	3,643	37,271	9,099	72,577
Capri	5,332	39,652	8,879	56,387
Total	23,249	194,714	41,315	304,868
Lincoln-Mercury Division	28,772	239,306	48,678	381,791
Total Ford Motor Co.	116,598	888,693	171,283	1,284,545
Buick Skyhawk	379	4,888	1,979	11,179
Skylark	13,786	96,661	11,454	48,324
Century	10,511	69,114	1,538	13,624
Regal	15,826	104,560	22,510	148,735
Century Station Wagon	1,512	10,046	2,385	16,138
LeSabre	2,756	16,427	2,334	16,981
LeSabre Limited	3,697	29,666	6,376	50,186
Electra 225	4,594	32,988	5,279	47,818
Buick Station Wagon	776	6,113	1,180	9,867
Riviera	3,384	22,949	4,146	31,970
Total	57,221	393,412	58,881	394,822
Cadillac deVille	7,621	58,068	11,131	95,040
Fleetwood & Chassis	2,006	16,731	2,174	20,600
Eldorado	3,697	27,847	5,004	37,690
Seville	2,196	21,232	2,742	24,859
Total	15,520	123,878	21,051	178,189
Chevrolet Chevette	27,658	222,122	38,782	223,870
Camaro	10,313	72,988	18,505	134,164
Monza	12,547	82,813	11,652	78,687
Monza Station Wagon	5	337	1,187	11,317
Citation	33,009	224,324	31,342	141,581
Sportvan			2,871	19,332
Malibu	15,975	113,685	22,238	146,863
Malibu Station Wagon	5,325	37,293	8,690	57,694
Monte Carlo	12,300	92,049	23,293	153,196
Impala	6,514	53,818	14,368	96,617
Caprice	7,582	73,233	13,696	108,575
Chevrolet Station Wagon	4,029	36,737	7,487	55,038
Corvette	3,059	21,176	3,323	23,150
Total	138,316	1,030,575	197,434	1,250,084
Oldsmobile Starfire	275	4,932	1,839	11,833
Omega	7,746	48,552	4,966	22,535
Cutlass Salon	13,482	97,307	4,079	28,104
Cutlass Supreme/Calais	22,004	145,779	37,789	239,624
Cutlass Station Wagon	2,880	18,838	4,754	27,949
Delta 88	1,687	11,874	2,770	20,544
Delta 88 Royale	9,164	64,589	13,310	99,173
98	5,233	37,521	6,326	52,645
Oldsmobile Station Wagon	1,288	10,952	2,759	18,442
Toronado	2,876	20,817	3,719	29,565
Total	66,635	461,161	82,311	550,414
Pontiac Sunbird	10,578	70,859	8,841	53,548
Sunbird Station Wagon	3	53	224	2,199
Phoenix	8,799	56,106	8,235	38,095
LeMans	3,996	31,261	6,719	48,699
LeMans Station Wagon	2,160	15,107	3,802	22,726
Catalina	1,005	8,081	2,129	15,052
Bonneville	4,084	27,854	6,739	47,222
Bonneville Brougham	2,266	20,039	2,946	21,626
Pontiac Station Wagon	856	7,598	1,710	13,827
Grand Prix	8,676	63,173	15,440	103,479
Firebird	6,900	54,295	12,745	98,546
Total	49,323	354,426	69,530	465,019
Total General Motors	327,015	2,363,452	429,207	2,838,528
(Checker)	155	1,830	380	2,541
Miscellaneous Domestic Total	164	2,011	410	2,751
Domestic Station Wagon Total	38,249	289,935	72,624	513,540
Domestic Grand Total	500,468	3,695,995	694,300	4,780,894
Import Total	215,677	1,471,288	221,297	1,384,378
Grand Total All Registrations	716,145	5,167,283	915,597	6,165,272

Registrations not available for Oklahoma.

Ford, L-M start '81 model year with contests

Continued from Page 3

car objective; 100-109 percent pays $5 per unit and 110 percent pays $12 per unit, retroactively.

There is a fast-start provision from Oct. 3 to Nov. 10. It is based on attaining fast-start objectives for Mustang, Fairmont, Pinto and Fiesta combined.

If the dealership hits its fast-start, the sales managers' payoffs are increased to $3, $7 and $15 per unit, respectively, for each of the percentage of attainment categories. Payments again are retroactive.

TOP CARS

U. S. new-car registrations for the first seven months of 1980. Registrations not available for Oklahoma; July registrations delayed for Illinois.

1980 Pos.		Make		1979 Pos.
1	1,030,575	Chevrolet	1,250,084	1
2	649,387	Ford	902,754	2
3	461,161	Oldsmobile	550,414	3
4	393,412	Buick	394,822	5
5	354,426	Pontiac	465,019	4
6	344,707	Toyota	265,276	7
7	311,240	Datsun	246,382	8
8	203,741	Honda	201,759	11
9	194,714	Mercury	304,868	6
10	148,752	VW	183,902	12
11	140,736	Dodge	228,355	9
12	131,088	Plymouth	206,331	10
13	123,878	Cadillac	178,189	13
14	90,336	AMC	86,033	15
15	88,728	Mazda	81,276	16
16	79,679	Chrysler	134,351	14
17	69,812	Subaru	59,382	18
18	44,594	Lincoln	76,923	17
19	41,155	Fiesta	46,702	19
20	37,344	Arrow	——	
21	34,378	Colt	39,545	20
22	29,178	Mercedes	——	
	——	Fiat	36,941	21
	——	Volvo	31,084	22
	162,253	Other Imports	192,129	
	2,011	Misc. Dom.	2,751	
	5,167,283	Total All Makes	6,165,272	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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674,498 built in September, up 8 pct. over last year

Auto production gains for month

U. S. auto production in September showed a comeback over last year as the auto makers continued to struggle to make up ground lost due to the recession.

In September, 1980, domestic auto production was 674,498, up 8.29 percent from last year's 622,851.

The increase in production for the month was due to a 33.65 percent improvement at General Motors to 481,554 from last year's September total of 360,299. GM was the only one of the major auto makers to show an improvement.

Ford Motor Co. built 122,196 units during September, down 18.96 percent from the 150,787 assembled in the same month in 1979. Chrysler Corp. assembled 52,918 cars last month, a drop of 27.99 percent from the 73,491 production from the same month a year ago. American Motors built 14,746, down 28.72 percent from the 20,688 assembled in September, 1979.

Volkswagen of America was down for most of September because of the model changeover, resulting in total September production of 2,717 cars, down 84.23 percent from the 17,230 assembled in 1979.

Checker built 367 cars in September, an increase of 3.09 percent over the 356 units built last year for the month.

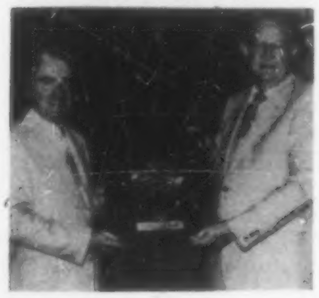
Last week's auto production of 143,067 was up 5.80 percent from the previous week's 134,765, but still down 13.44 percent fro mthe 165,285 built in the same week in 1979.

All Chrysler assembly plants worked last week and will also operate this week. Overtime is scheduled this week with Newark working nine-hour shifts, Monday through Friday.

GM increased its production to two shifts last week at its Janesville (full-size Chevrolet) plant. The move added 800 workers.

Ford was down last week at Kansas City (Fairmont/Zephyr). San Jose (Mustang/Capri), also down last week, remains down this week. The move has temporarily idled 900 hourly workers.

Saturday overtime was scheduled at GM's Tarrytown and Oklahoma City plants last week.



Huckabay cited

J. L. Huckabay, right, Huckabay Chevrolet, Inc., Dade City, Fla., is handed his 25-year Chevrolet dealer award by R. L. Bresnahan, Jacksonville zone manager.

Manufacturing operations restructured by Chrysler

Continued from Page 3

ing that plant for K-car production this model year and closing it would leave Newark as the sole K-car source unless another of Chrysler's plants was switched to that production.

Closing the Detroit operations would leave Belvidere (Omni/Horizon) and St. Louis (LeBaron/Diplomat/Caravelle) to choose from for a production switch.

Chrysler also has a truck assembly plant in Warren, Mich.

According to a UAW source, the union feels Chrysler will sell off its parts plants to vendors, who would, in turn, sell parts back to Chrysler. He said this could provide a cheaper route for Chrysler, especially if the vendors operate non-union shops.

Chrysler spokesman said the company would not comment on any speculation.

UAW Vice President Marc Stepp said last week Chrysler may sell four Detroit area parts plants to generate cash flow. Following that report, a State Senate committee said it plans hearings in November to attempt to force public debate on any Chrysler decisions that could affect jobs in southeastern Michigan.

UAW officials have already met with Detroit Mayor Coleman Young and Vice President Walter Mondale to discuss the possible Chrysler closings.

VW-Oldsmobile deal closing in Boston area

BOSTON. — Morrissey Volkswagen - Oldsmobile, of Quincy, largest VW dealer on the South Shore below Boston, has announced it will close its doors Sept. 1.

This will be the third dealership in Quincy, a Boston satellite city of 95,000, to close within recent months. And it is the sixth dealership on the South Shore to give up the ghost in the past year.

Canadian output: Cars are down; trucks are up

While the Canadian auto makers continued at a depressed production rate, the truck makers were moving ahead in an attempted comeback as the 1980 model year ended last month.

Auto production in September was 72,956, off 3.09 percent from the 75,211 built in September, 1979, and the lowest for the month since the 68,336 completed in 1970.

Truck output is improving as the makers showed an increase of 5.72 percent to 48,375 built in September, 1980 from the 45,606 assembled last year.

Planned auto output last week was 16,190, down 24.48 percent from the 21,439 completed the previous week and down 6.39 percent from the 17,296 assembled in the year-ago week.

Truck production was scheduled at 12,745 units last week down 9.06 percent from the previous week's 14,015 and up 14.10 percent from the 11,170 completed in the year-ago week.

Truck production for month down 25 pct. from '79

U. S. truck makers continued to slash production as the 1980 model year ended with the September total hitting the lowest point for that month since 1966.

In September, the industry assembled 132,902 trucks, down 25.01 percent from the 177,235 built in the same 1979 month. In September, 1966, the makers completed 125,521 units.

The September total was not the lowest for the model year. In August, the makers built 83,076 units during the changeover period.

All the truck makers showed a fall in production for the month with American Motors General showing the greatest percentage drop. That company's output, which includes government - destined vehicles, wss off 72.39 percent from 1,804 last year to 498.

General Motors dropped 39.53 percent to 46,998 from 77,719 a year ago; Ford Motor Co., 12.57 percent to 51,352 from 58,732; Chrysler Corp., 0.52 percent to 12,336 from 12,400; AMC Jeep, 11.19 percent to 9,605 from 10,815; International Harvester, 19.20 percent to 7,794 from 9,742; miscellaneous, 18.08 to 2,520 from 3.076 and Mack, 45.57 percent to 1,604 from 2,947.

Volkswagen of America built 195 trucks in September but had not begun production of those vehicles a year ago.

Scheduled output last week was 41,316 up 2.88 percent from the 40,160 built the previous week but down 20.67 percent from the 52,084 assembled in the comparable 1979 week.

Chrysler said it will close its Warren truck plant today (Oct. 13) for one week to balance inventories. The move will idle 3,800 hourly workers.

No overtime was scheduled throughout the industry.

U. S. CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
AMERICAN MOTORS	3,500*	4,750*	3,500*	14,746*	138,283	135,368*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	18,770	19,067	17,529	52,918	736,176	472,058
Plymouth Total	8,720	7,725	8,785	24,816	297,413	216,311
Horizon	3,500	3,608	3,626	14,423	135,001	125,948
Volare		3,717			152,739	51,740
'80 Gran Fury	120	156	61		2,356	13,492
Caravelle	100	244	107	488	7,317	5,065
Reliant	5,000		4,991	9,905		20,066
Chrysler Total	2,500	3,292	1,799	5,868	153,540	61,593
Chrysler	1,200	726	496		69,817	13,212
LeBaron	1,300	2,566	1,303	5,868	83,723	48,381
Dodge Total	7,550	8,050	6,945	22,234	285,223	194,154
Omni	2,600	3,204	2,494	11,393	118,194	106,466
St. Regis	300	225	137		22,834	11,161
Diplomat	750	1,470	761	2,844	39,974	23,788
Aspen		3,151			104,221	36,899
Aries	3,900		3,553	7,997		15,840
FORD MOTOR	28,585	31,904	23,653	122,196	1,710,265	969,325
Ford Division	19,939	21,172	15,800	82,342	1,140,804	697,071
Pinto		3,364			149,876	68,179
Mustang II/Mustang	4,255	7,737	1,384	20,113	310,354	187,706
Fairmont		3,267	2,896	11,918	169,326	170,847
Granada	4,370		3,964	13,677	120,056	74,915
LTD II					22,746	
Thunderbird	3,197	5,436		11,041	224,629	93,870
Ford	2,436	1,368	2,097	7,768	143,817	71,151
Escort	5,681		5,459	17,825		30,403
L-M Division	8,646	10,732	7,853	39,854	569,461	272,254
Mercury Total	7,718	7,046	6,181	32,895	444,463	237,443
Bobcat		700			39,469	12,445
Capri	1,201	2,998	274	5,851	91,503	55,297
Zephyr		613	966	4,269	50,611	55,914
Monarch					51,984	16,409
Cougar/XR7	3,107	2,735	1,774	11,494	122,853	46,201
Mercury	1,292		1,312	5,491	88,043	41,071
Lynx	2,118		1,855	5,790		10,106
Lincoln Total	928	3,686	1,672	6,959	124,998	34,811
Lincoln	705	1,850	608	2,958	61,881	14,581
Versailles					10,234	1,861
Mark VI	223	1,836	1,064	4,001	52,883	18,369
GENERAL MOTORS	87,579	103,938	86,853	481,554	4,162,074	3,200,831
Buick Division	14,912	16,431	15,315	202,075	610,323	609,979
Skyhawk		565			19,308	
Skylark/'79-'80	4,147	3,491	3,985	15,999	94,436	172,945
Century	3,921	1,975	3,454	13,839	46,204	132,364
Regal	3,319	4,804	4,306	17,343	210,300	158,313
Buick	2,605	4,200	2,640	11,257	205,921	112,928
Riviera	920	1,395	930	3,637	44,154	33,429
Cadillac Division	4,609	6,904	4,205	17,558	276,765	152,588
Seville	640	1,252	835	3,793	35,384	26,441
Cadillac	2,724	4,629	2,112	8,620	186,812	85,235
Eldorado	1,245	1,023	1,258	5,145	54,569	40,912
Chevrolet Division	37,528	46,941	37,523	155,308	1,859,671	1,386,490
Chevette	9,040	9,167	9,225	37,772	334,831	368,062
Monza	2,780	3,871	2,829	12,574	127,442	132,168
Camaro	2,184	4,646	2,200	10,426	217,292	96,301
Nova/Citation	10,779	7,525	9,974	34,736	233,124	365,859
Malibu	5,810	8,345	6,198	28,605	321,554	208,913
Monte Carlo	3,535	4,613	3,826	17,883	189,226	87,551
Chevrolet	2,400	7,811	2,387	9,951	378,340	92,967
Corvette	1,000	963	884	3,361	38,682	34,669
Oldsmobile Division	16,435	18,691	15,578	52,577	822,445	593,985
Starfire		571			16,903	
Omega/'79-'80	2,344	1,456	2,313	7,984	39,713	90,946
Cutlass	8,361	10,870	7,689	22,287	426,806	297,125
Oldsmobile	4,890	4,823	4,782	20,348	297,062	177,174
Toronado	840	971	794	1,958	41,961	28,740
Pontiac Division	14,095	15,016	14,232	54,306	592,870	457,789
Acadian†	240	145	198	1,361	14,353	16,527
Sunbird	3,620	2,619	3,683	14,485	82,636	117,348
Phoenix/'79-'80	3,224	2,108	3,178	10,170	64,665	112,365
Firebird	2,016	3,639	1,615	6,088	161,423	62,671
LeMans	2,015	1,865	1,680	6,373	73,737	47,087
Grand Prix	2,045	2,272	2,929	11,609	74,769	55,892
Pontiac	935	2,368	949	3,950	121,287	45,899
VOLKSWAGEN	4,550	5,464	3,147	2,717	132,187	151,244
CHECKER	83*	116	83	367	2,823	2,417
Total Cars, U. S.	143,067	165,285	134,765	674,865	8,126,358	4,931,243

CANADIAN CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	2,400	3,552	2,409	9,706	98,936	58,182
FORD MOTOR	1,808	3,682	7,070	19,995	233,406	198,454
GENERAL MOTORS	11,765	9,890	11,759	42,434	441,756	383,420
VOLVO	217	174	201	821	6,616	7,767
Total Cars, Canada	16,190	17,296	21,439	72,956	780,716	647,823
N. American Cars		182,581			7,644,344	
N. American Trucks	54,061	63,254	54,175	181,435	3,130,054	1,597,665
North American Cars and Trucks		246,109			10,774,398	

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHEVROLET	11,850	17,798	10,584	34,405	825,284	345,177
DODGE/PLYMOUTH	3,000	3,974	3,187	12,336	282,755	105,788
FORD	16,985	17,641	17,075	51,352	904,227	433,722
GMC	3,781	5,318	3,912	12,593	281,165	123,927
INTERNATIONAL	1,985	2,840	1,963	7,794	107,906	51,257
MACK	425	763	406	1,604	29,431	18,509
JEEP	1,900*	2,500	1,900*	9,605	120,990	60,875*
AMC CORP.	190*	450	190*	498	19,605	6,054*
VOLKSWAGEN	650		393	353		21,421
MISCELLANEOUS	550*	800	550	2,520	32,850	30,225
Total Trucks, U. S.	41,316	52,084	40,160	133,060	2,531,425	1,196,955

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	1,600	1,298	2,004	7,007	46,765	39,559
FORD MOTOR	4,628	3,758	5,148	19,953	184,801	144,502
GENERAL MOTORS	6,190	4,841	6,531	19,548	230,504	189,889
AMERICAN MOTORS		848			44,506	11,644
INTERNATIONAL	295	380	301	1,723	16,254	13,410
MACK	32	45	31	144	3,011	1,706
Total Trucks, Canada	12,745	11,170	14,015	48,375	255,841	400,710
N. American Trucks	54,061	63,254	54,175	181,435	2,787,266	1,597,665

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

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Automotive News

Detroit, October 20, 1980

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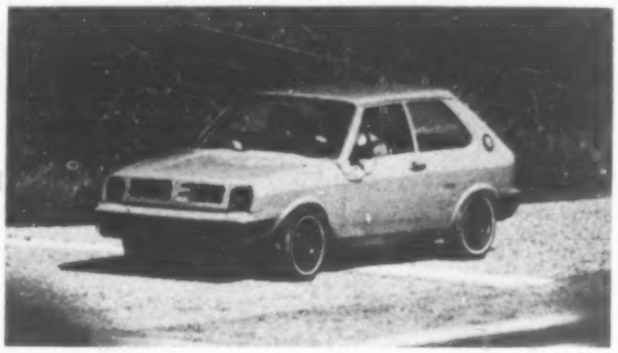
GM's 1984 'S' car



Jim Plegue

Mechanical mule undergoing tests

This test mule, a Volkswagen Polo with a Chevrolet Chevette-type front end, is believed to be an early mechanical prototype for the General Motors "S" world car, a front-drive mini-subcompact the company will begin building in the U. S. in the '84 model year. Chevy and Buick reportedly will develop three-cylinder engines for the car.

71-day supply highest ever for that date

Oct. 1 new-car stock heavy

By Richard A. Wright
Assistant Managing Editor

It has not been the best clean-up season for the domestic auto industry. In fact, the domestic new-car inventory on Oct. 1 was the highest—in terms of days supply—since AUTOMOTIVE NEWS began recording these figures in the '50s.

The industry opened October with a 71-day supply of cars, up slightly from 70 days a year earlier, which had formerly been the Oct. 1 high mark.

A measure of the sagging sales this year is the fact that the Oct. 1 stockpile totaled 1,373,383, down 21.60 percent from 1,751,694 a year earlier.

The Oct. 1 total was up slightly from 1,336,595 on Sept. 1, which represented a 69-day supply.

- The Big Three makers all built up their stockpiles during September, while American Motors and Volkswagen of America trimmed theirs.

General Motors boosted its unit count slightly during the month, but its days-supply figure held steady at 60 days. There were no Skyhawks or Starfires to be had any more, but other inventories were ample. In a reversal of the pattern of just a few months ago, GM standard lines tended to be leaner than small cars.

Ford Motor Co. had a 95-day supply of new cars Oct. 1, up from 81 days a month earlier. Ford's unit count included 25,000 Escort/Lynx models, which were not yet available for sale.

Chrysler Corp. had a 93-day supply, up slightly from 91 days a month earlier. Virtually all Chrysler lines were in adequate or heavy supplies.

AMC had a 74-day supply Oct. 1, down from 91 days a month earlier. VWoA's stock of U. S.-built Rabbits was also down to 44 days, compared with 45 days on Sept. 1.

The Oct. 1 domestic new-car inventory was divided this way: GM, 55.66 percent; Ford Motor Co., 25.78 percent; Chrysler Corp., 13.89 percent; AMC, 2.93 percent, and VWoA, 1.74 percent.

A month earlier, the new-car inventory was divided as follows: GM, 56.68 percent; Ford Motor Co., 22.76 percent; Chrysler Corp., 13.66 percent; AMC, 3.09 percent, and VWoA, 2.03 percent.

- By size class, all segments remained at virtually the same level compared with a month earlier.

The industry had a 65-day supply of subcompacts, off slightly from 66 days a month earlier, and a 78-day supply of compacts, up from 70 days a month earlier.

Intermediates were in 73-day supply, compared with 72½ days a month earlier. Standards were in 66-day supply, compared with 65 days, while luxury units were unchanged at 58 days.

The Oct. 1 inventory was divided this way among the size classes: Subcompact, 21.95; compact, 28.94; intermediate, 31.50; standard, 12.75, and luxury, 4.86 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 23.01 percent; compact, 27.83 percent; intermediate, 30.79 percent; standard, 13.60 percent, and luxury, 4.77 percent.

- The Oct. 1 days-supply figures by market class were:

Subcompact—Pinto, 43; Rabbit, 44; Monza, 47; Bobcat, 54½; Sunbird, 57; Chevette, 67; Spirit, 85; Horizon, 91, and Omni, 97.

Compact—Omega, 52½; Volare, 57; Skylark, 57; Concord, 61; Citation, 61½; Aspen, 67; Firebird, 68; Phoenix, 69½; Camaro, 71; Capri, 84; Mustang,

Continued on Page 49, Col. 5

GM plant task force prepares for FWD push

DETROIT. — General Motors Assembly Division has set up a 50-member task force that is planning the new assembly plants which will be built during the next five years as the company converts virtually its entire product line to front-wheel drive.

This new-plant task force, working in suburban Troy, is the largest ever for the auto maker; but, then, its expansions and building projects have never been greater. GM is spending $40 billion worldwide in the 1980-85 period for the change-over to predominantly front-drive, fuel-efficient autos.

Three auto plants are already in the works.

A $500 million GMAD plant in Orion Township, outside Pontiac, will replace assembly operations at the Pontiac home plant and its companion Fisher Body plant in the '83 model year.

Also coming onstream for the '83 model year will be a new $500 million plant in Wentzville, Mo., which will replace the 60-year-old St. Louis plant.

And Detroit has obtained a $60 million federal loan guarantee, helping to firm plans for a $750 million replacement Cadillac facility on the old Dodge Main site in Hamtramck and Detroit. That plant is scheduled to be complete for the '84 model year.

- Meanwhile, GMAD is investigating sites for another plant in the Flint area. It is expected to replace the two Buick home plants and the companion Fisher Body plant.

GM confirmed published reports that it is looking at a site in Vienna Township, Mich., along with other sites "in the Flint area" for a new plant to be completed in time for the 1984 model year.

But Vienna Township is "in the Flint area" only by a wide stretch of the imagination—bet-

Continued on Page 53, Col. 1

breaking news

Datsun car prices up $339; trucks, $800

CARSON, Calif. — Nissan USA has raised Datsun car prices an average of $339, or 4.8 percent, for 1981. Truck prices climbed an average of $800, or 12.7 percent, because of the recent hike in U. S. Customs duty from 4 to 25 percent. The Datsun 210 standard two-door sedan went up $150 to $4,299, and the 210 Deluxe four-door sedan is $5,389, up $250. The 280-ZX two-seat GL sports coupe is $13,138, up $450.

Toyota readies new sports car

TOKYO.—Toyota Motor Co. is preparing its first new sports car in more than 10 years—a fuel-injected two-seater that is expected to compete mainly against the Datsun 280-ZX. The car will get a modified version of the 2.8-liter DOHC inline six that is used in Celica Supra and Cressida, developing about 160 HP. The new Toyota sportster is designated Type 359B, but sources say it may be called Soala when it arrives in the U. S. late next year. It is also rumored the two-seater may serve as the base for a completely revised Celica range that is due in '82.

See BREAKING NEWS, Page 55, Col. 1

GM to recall workers, hold line on prices until end of year

By Robert W. Irvin
Editor-at-Large

General Motors President E. M. Estes said he hopes the number of GM workers on indefinite layoff can be reduced another 10,000 by early next year and that an additional 30,000 can be recalled by next spring.

GM now has about 110,000 workers on open-ended layoff, down from a peak of 140,000 last summer.

"We should be under 100,000 in January or Febraury," Estes said.

And another 30,000 recalled in the spring?

"Oh, yes," he said. "We're looking for a good year in 1981 and will have a strong spring."

GM has already restored the second shift at several car and truck assembly plants where production was cut during the slump earlier this year.

And GM is planning to recall more workers early next year because it expects its new front-drive subcompact J-car to spark a spring sales surge.

Estes said in an interview last week that he is happy with the new-model sales startup but that it will take another two weeks to learn what kind of 1981-model sales year the industry can expect.

"The last two 10-day periods look strong but it's hard to tell because of different announcement dates," he said. "We need to see October sales in total before knowing how good it is.

"The annual sales rate is starting to come up and is now probably over nine million from 6.2 million at the bottom in May."

The industry's executives are forecasting a 10 million new-car year for the 1981 models, up from 9 million in 1980 but below 1979's 10.8 million.

Estes was also asked what impact he thought the recent price increases were having on 1981-model sales.

"I don't know—I can't tell," he said. "Each time we have an increase, there's some concern. We have tried to minimize the concern with quarterly increases. But this time there was the cost of the emission equipment required for 1981 plus the quarterly increase."

The current prices will apparently remain unchanged, no increase, until the first of the year.

"I don't see any reason why we'd change our normal pattern which is quarterly increases," he said. "We're not announcing this, but I see no reason to change. This is the way we have to meet the guidelines."

He referred to the Administration's wage-price guidelines which allow yearly price increases of 7.3 percent on cars.

In the just-completed 1980 model year period, that's what the increases totaled.

GM and Ford Motor have posted two increases on 1981 models because of these guidelines. The first increase actually was applied against the 1980 model year, bringing the total up to that 7.3 percent level, while the second increase two weeks ago was applied to the 1981 model year.

"The most disturbing thing recently was when interest rates inched back up again," he said. "To some people that was reminiscent of last spring when the prime rate hit 20 percent.

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NEWSPAPER

Estes reviews automotive scene

GM to recall workers, hold prices till yearend

Continued from Page 1

"But we are assured by economists and bankers that the trend is still down and this is a little hiccup in the recovery.

"The problem with interest rates is not as much the amount as the trend. When it looks like they are going up, that is a bad sign; when they are going down, that's a good sign."

He suggested that because of interest charges some dealers were running short of cars. "That is hurting sales," he said. "Stocks are getting relatively thin out there on some models.

"We probably have 50-60 days in total, but in dealers' hands it is probably considerably less than that."

• He believes the upcoming congressional elections stand to have more impact on the auto industry than the Presidential balloting.

Asked what affect the race for President would have on the auto industry, he said, "I don't think it will have much impact. Both candidates seem to be talking about the same sort of incentives for investment which is important."

But isn't Republican Presidential nominee Ronald Reagan more sympathetic to the industry?

"Oh yes, he is," Estes said. "But it's kind of hard to read the President because his attitude the last two months is considerably different from his attitude four months ago.

"If you look at what he said about foreign cars — almost to the extent of selling import cars —you will find he now talks 180 degrees differently."

And the reason?

"November fourth," he said, referring to election day.

"I think how the congressional election comes out is maybe even more important than the Presidential" to the auto industry, he said.

The auto makers hope the new Congress will be more sympathetic to the industry's problems.

Estes didn't find much of anything new in the recently completed International Trade Commission (ITC) hearings in Washington on the Japanese imports, called at the request of Ford Motor Co. and the UAW. Ford and the UAW want restrictions or quotas to stem the tide of Japanese cars while the importers argued that such action would drive up all car prices.

"There was nothing that came out that was really surprising," said Estes. "We all knew what the positions of the various companies were."

• GM was just an observer. It doesn't want controls.

But Estes did challenge some assertions by the imports that the domestic industry's problems were caused by neglecting the small-car market.

"That's not true," he said. "Some other things they mentioned were factors, like the burden of government regulation and low-priced fuel. Our basic problem has been low-priced gas over the last 20 years or so.

"After all, we build the cars the customers want. We build 1.5 million cars yearly in Europe and none of them are big cars. And in this country until January, 1979, we had trouble selling small cars and building enough big cars. The imports were having trouble then unloading their stocks."

He called it "self serving" for importers to claim they were right all along with small cars for the American market.

He also labeled "ridiculous" claims by importers at the hearing that restrictions on imports would drive up prices by $800.

He said he didn't have any predictions on how the case will turn out. He noted that any recommendation by the ITC to the President isn't binding.

But he suggested that if the ITC did suggest some sort of quota system that then the Japanese might be ready to negotiate some sort of Orderly Marketing Agreement (OMA) to voluntarily restrict their imports.

"If the ITC comes out in favor of the Ford/UAW position, I would expect that would put a little more pressure on the Japanese to negotiate, and I think the President probably feels the same way," Estes said.

"If the recommendation of the ITC is that some sort of restriction be put on, that would be the kind of pressure that Japan is now getting in Europe, and undoubtedly some sort of arrangement would come from that."

Estes ventured the opinion that despite all the talk about Toyota plants in America, he doesn't look for any other Japanese car plants beyond the one announced by Honda, to be built in Ohio.

"Beyond possibly that plant of Honda, I would guess there will be no further production of Japanese-based cars in the U. S.," he said.

Why?

"They're doing too well exactly the way they are doing it now, exporting their production from Japan, to gamble that they might have problems in the U. S.," Estes replied.

He did admit a Nissan plant to build Datsun trucks "could develop" but said he was surprised by the possibility of a Toyota-Ford joint auto assembly plant operation in America.

"I don't know what's going on there but the possibility of a Toyota-Ford arrangement is a surprise to me," he said.

• He also expressed what seemed like bitterness about the recent purchase by Renault of nearly a half interest in American Motors.

"Renault was highly opposed to our building an assembly plant in France and helped keep us out," he said. "And yet, they can walk right in here and buy half of AMC without a ripple.

"I guess that's the good old U. S. free-trade working one way again.

"It has to be a little disconcerting. We are going to do our job but you have to be a little concerned when a 100 percent (French) government - owned company like Renault moves into the U. S. and buys a dealer organization, if you want to call it that."

And Chrysler?

"I think they're going to make it," he said.

As an independent company?

"I guess that depends on what happens to the rest of the domestic industry," he said. "Based on the current situation they've got a good chance. They've done a good job with their products and that's the first thing you've got to do. Next you have to build a dealer organization back up."

Sure, he admitted, "the trend is to mergers around the world." But, he added, that GM has no merger partner.

"We don't have plans to get involved in anything like that in the future beyond what we are doing with Isuzu," he said, referring to the Japanese firm in which GM has about a one-third interest.

As for the sales prospects for the domestic industry, he said a lot will depend on how the public responds to the new Chrysler K-car and the Ford Escort model. "They've both done a good job," he said.

"What we need is a total industry out there selling cars," he said. "Those cars are going to help Chrysler and Ford but they're going to help us, too. We need people out there looking at competitive products as well as ours."

A DRIVING FORCE AT CECO FOR 35 YEARS...
Happy Anniversary, Tom!

It's a birthday car(d)

Thomas B. Adams, chairman of Campbell-Ewald Co., Warren, Mich., advertising agency for Chevrolet since 1922, celebrated his 35th anniversary with the company recently. He was surprised with this imposing card — a 1946 Chevrolet (the first post-War Chevrolet) inscribed with the signatures of his co-workers.

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

Continued from Page 2

and in national editions of Time, Newsweek, U. S. News and World Report, Sports Illustrated, People and Reader's Digest. This advertising copy is to be pre-tested to assure its effectiveness.

In addition, dealers must display posters explaining Ford's adjustment programs and the availability of service bulletins, and future owner's manuals will also have similar announcements.

• The novel feature of making technical service bulletins available — written in simple language—applies to all engine and transmission problems in which repairs normally cost $125 or more.

The Ford agreement covers the next eight years. FTC staff attorneys clearly hope owners will like it and other companies will adopt similar programs to keep competitive.

Throughout the lengthy litigation, Ford contended it was being treated unfairly and that a fairer way to proceed would be to have FTC make an industry-wide rule applying equally to all companies fixing out-of-warranty problems free or partly subsidized.

No ban on "secret" warranties emerged—just a requirement of public notice via advertising or dealer posters or owners' manuals when the company offers such fixes.

The immediate program affects owners whose cars are under three years old or those having fewer than 36,000 miles. Ford has already informed many owners and made many adjustments.

FTC Commissioner Robert Pitofsky, who originally withheld his vote, has agreed to the settlement. Pitofsky pointed out that consumers will in the future have much more data available for the asking—on future repair probelms.

But he remained skeptical that consumers will seek out the information and suggested that in the future direct notification "will probably be essential" if auto firms are to "discharge their responsibility to make known the existence of serious defects in the products they sell."

Meanwhile, he added, the Ford settlement "might be of some value" and the FTC "should learn something about automobile defect problems in implementing and studying this order."

Chrysler and DDA get defense contracts

WASHINGTON. — Chrysler Defense has been awarded an $11,705,400 firm fixed-price contract for 35 M60A3 tanks with tank thermal sights. Work will be done in Warren, Mich.; Eynon, Pa., and East Chicago, Ind.

Detroit Allison Division of General Motors also has been awarded a $8,925,374 fixed price redetermination contract for 189 XTG-411-2A transmissions for M109/M110 self-propelled howitzer and M578 light recovery vehicle and 36 XTG-411-2A center sections.

71-day supply of U.S. new-cars highest for Oct. 1

Continued from Page 1

89; Eagle, 93; Zephyr, 95, and Fairmont, 118.

Intermediate—Cutlass, 44; Supreme, 48; Regal, 57; Century, 59½; Grand Prix, 67; Monte Carlo, 71; LeMans, 77; Malibu, 79½; Thunderbird, 83; Cougar XR-7, 87; Granada, 100; LeBaron, 106; Diplomat, 122; Cordoba, 142; Mirada, 150, and Cougar/Monarch, 156.

Standard—Olds 88, 46; Olds 98, 50; LeSabre, 50; Electra, 55; Pontiac, 60; Chrysler, 68; St. Regis, 69½; Mercury, 75; Chevrolet, 76, Gran Fury, 77, and Ford 111.

Luxury—Toronado, 43; Cadillac, 46; Riviera, 48; Eldorado, 49; Corvette, 57; Seville, 78½; Lincoln, 91, and Mark VI, 91.

NEW-CAR STOCK

New-car days-supply figures, U.S. makes:

	Oct. 1, 1980	Sept. 1, 1980	Oct. 1, 1979
Spirit	85	91	83½
Concord	61	85	62
Eagle	93	106	38
AMERICAN MTRS.	74	91	74½
Horizon	91	72	225
Volare	57	87	42
Gran Fury	77	33	—
Plymouth	78	76	70
LeBaron	106	112	48
Cordoba	142	142	57
Chrysler	68	93	54
Chrysler	111	119	53
Omni	97	72	193
Aspen	67	96	44
Diplomat	122	145	60
Mirada	150	154	62½
St. Regis	69½	50	56
Dodge	97	92	66
CHRYSLER CORP.	93	91	62
Pinto	43	85	66
Mustang	89	74	86½
Fairmont	117	94	86
Granada	100	70	99½
Thunderbird	83	81	87
Ford	111	52	117
Ford	94	81	90
Bobcat	54½	91	73
Capri	84	93	86½
Zephyr	95	109	109½
Cougar/Monarch	156	85	110
Cougar XR-7	87	77	76
Mercury	75	58	67
Mercury	94½	83	84
Versailles	—	76	70
Lincoln	91	51	122
Mark VI	91	60	118
Lincoln	91	56	113½
FORD MOTOR CO.	73	81	90
Skylark	57	44	6
Century	59½	60	57
Regal	57	57	41
LeSabre	50	62½	88
Electra	55	62	87
Riviera	48	47	41
Buick	55	55	46
Seville	78½	88	76½
Cadillac	46	46	65
Eldorado	49	46	71
Cadillac	52	52	65
Chevette	67	74	55
Monza	47	50	58
Citation	61½	47	21
Camaro	71	61½	85
Malibu	79½	77	86½
Monte Carlo	71	68	83
Chevrolet	76	84	116
Corvette	57	61	46
Chevrolet	67½	66	72
Omega	52½	42	18
Cutlass	44	61	65
Supreme	48	47	45
Olds 88	46	43	47
Olds 98	50	54	70½
Toronado	43	48	55
Oldsmobile	47	50	49
Sunbird	57	49½	51
Phoenix	69½	52	19
Firebird	68	69	95
LeMans	77	96½	88
Grand Prix	67	80	81
Pontiac	60	61½	80
Pontiac	[illegible]	64½	73
GENERAL MTRS.	[illegible]	60	63
VOLKSWAGEN	[illegible]	45	52
TOTAL	[illegible]	69	70

Piston-scuffing case settled with FTC

No secret warranties, Ford agrees

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Ford Motor Co., in an agreement with the Federal Trade Commission, said in the future it will tell consumers of any post-warranty free repair programs and will inform them about major engine and transmission repair programs.

This is in final settlement of charges brought in January, 1978, against the company for its "secret" warranty practices. The charges started with alleged piston scuffing in some 2.7 million cars (1974-77 cars with 2.3-liter engines and 1975-77 cars with 200-CID and 250-CID engines).

They were later expanded to include charges of premature camshaft rocker arm wear in potentially 1.8 million vehicles (1974-77 cars and those '78 models made before January, 1978, with 2.3-liter engines), and possible engine block cracking in some 400- and 351-CID engines in '74 models.

For several years before the charges were filed, the Center for Auto Safety had repeatedly asked the FTC to act again "unfair" and "secret" auto warranties.

This was the first major "secret" warranty case brought by the FTC Cleveland office which also settled with Chrysler over rust on 200,000 Aspens and Volares and is now getting ready for trial against General Motors over 200-type transmissions.

Although the Center for Auto Safety and several state attorneys general do not think the agreement goes far enough because it does not require direct-mail notification to owners of the allegedly defective cars, the settlement is nonetheless one of considerable proportions in setting a precedent for the future.

• Although innovative and important because the program is national, the agreement does not provide the level of protection offered, for example, to car buyers in Massachusetts.

That state's law requires "prompt written notice of any defect" to both dealers and owners of the affected vehicles. This applies regardless of when the defect is discovered, and all consumers' rights under the implied warranties of merchantibiilty and fitness for its intended use are retained.

Maine also retains consumers' rights under common law. It earlier had asked the FTC to force Ford to fix the vehicles regardless of the 3-year/36,000-mile limit set by Ford.

The Center for Auto Safety had also asked FTC to require Ford to provide technical service bulletins whenever failure rates exceed 5 percent of production, to extend limits beyond 3/36, to require direct notice to all owners, to monitor use of the toll-free telephone number and to see that requests for information and for parts be handled expeditiously.

Ford will have to establish a toll-free number to tell owners the company guarantees to repair free of charge problems that arise after the warranty has expired. Upon request, Ford agreed to mail copies of any of its adjustment programs free. It will also make technical service bulletins available through dealers for a charge.

Letters explaining the programs and the data availability will be sent to owners of 1979-80-model Ford and Lincoln-Mercury cars.

Ford must also explain its new programs in the Ford Times (which goes to Ford owners)

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Sharing a gold record

GM President Elliott M. Estes, left, and F. James MacDonald, right, executive vice president and president-elect, receive a gold record from Beverly A. Curtis, representing assembly workers at Buick's Flint Factory 40. The record symbolized the plant's having the fastest and most efficient new-model startup in Buick history, and the best of any GM car division for 1981 models.

GM offers dealers aid on floor-plan interest

With interest rates rising, General Motors has initiated a new floor-plan assistance program for its dealers.

The plan provides up to 104 extra days of protection with an interest cap of 10.75 percent. The prime rate currently is about 14 percent.

The program isn't free. A charge will be added to all cars invoiced beginning Nov. 10. The fee varies with car line and ranges from $24 on Chevrolet Monza and Pontiac Sunbird and $25 on Chevette to $89 on the Cadillac Seville.

On all car lines except Buick and Oldsmobile C-bodies, Cadillac and Corvette, it is between $24 and $40.

The program is obviously designed to increase dealer purchases of vehicles in anticipation of a sales upturn.

The plan will continue for all eligible vehicles produced as 1980 or 1981 models. Presumably '80s were included because the '80 Sunbird and Monza will continue in production until the end of the calendar year.

There are two options—A and B. Option B is for dealers who don't wish to participate. They will receive credit to their open account for the charge per vehicle invoiced from the 21st of the previous month to the 20th of the current month and will not receive the "protected" wholesale financing rate.

Dealers with a small inventory and a quick turnover may choose this option because they might not find Option A advantageous.

Option A probably will be chosen by most dealers. The program was explained to dealers last week in letters from divisional general sales managers.

• Option A gives dealers 120 or 124 days of floor-plan protection —the 104 days plus the interest-free billing period of 16 or 20 days. It's 16 days for dealers who choose to receive their holdback funds quarterly, 20 days for those who elect to receive those funds annually.

Under OptionA, dealers will be "protected" for interest charges when the prevailing prime interest rate exceeds 10 percent.

"Therefore," the letters said,

Continued on Page 54, Col. 3

Jefferson stays, Chrysler says

DETROIT. — Chrysler Corp. last week emphatically denied that there were any plans to close the Detroit Jefferson assembly plant, which builds the K-cars.

The report, quoting a UAW source, appeared in AUTOMOTIVE NEWS Oct. 13. The article mentioned possible closing of all Chrysler plants in the Detroit area. Chrysler was queried before publication but said it would not comment on any speculation.

Chrysler said last week that Jefferson "will continue as a key plant in the corporation's future plans." The plant, "which has been modernized at a cost of $100 million, is essential to the corporation's conversion to front-wheel drive and will remain so," Chrysler said.

Henry Ford II weds Kathleen DuRoss

CARSON CITY, Nev.—Henry Ford II and Kathleen DuRoss, his longtime companion, were married here last week.

It was the third marriage for Ford, 63, who has been divorced twice, and the second marriage for Mrs. DuRoss, 40, a widow. Ford retired last March as chairman of Ford Motor Co.

Chrysler hikes prices, reveals its game plan

By Edward Lapham
Financial Editor

Chrysler Corp. last week unfolded its '81 pricing game plan with an average retail increase of $295 or 3.9 percent.

The price hike, which did not include a Volare/Aspen to K-car comparison, was lower than the tentative $23 or 6.8 percent hike announced to dealers earlier. It also was less than the two-stage increases of Ford and General Motors, which earlier hiked their '81 prices a total of $479 and $414, respectively.

The lower retail price increases were accomplished by further eroding dealer discounts on a number of models and eliminating K-car and Volare/Aspen comparisons from the figuring.

At a press conference called to announce the '81 prices, Gar Laux, Chrysler executive vice president for sales and marketing, said the pricing structure was designed to eliminate "any confusion when the customer goes into the dealership."

He said, "The customer can quickly see and understand the differences between each of the segments by size, by fuel economy and by price."

As expected, Chrysler kept its Champ/Colt models under $5,000 at $4,988, the Omni/Horizon "Miser" models at $5,299 and the low-line-car models, Reliant/Aries coupes, at $5,880.

Chrysler, by means of comparison charts at the almost unprecedented pricing press conference, tried to establish immediately that it had raised prices less than either GM or Ford and had price leaders in key small-car segments.

Another part of the Chrysler '81 pricing game plan was to openly confront and try to debunk talk about price resistance, which many analysts have said could slow the expected auto sales comeback.

Laux said that in 1950 the average family had to work about 8.5 months to buy a car compared with six months in 1960 and three months in 1980, when there are more two-income families.

Product improvements including better fuel economy, corrosion protection, quality and reliability make for more product value, he said.

• Laux and Finance Executive Vice President Gerald Greenwald, who also sat on the dais at the press conference, were reluctant to discuss dealer discount rates on cars or options, but did admit that retail price increases would have been higher had the discount rates not been changed.

AUTOMOTIVE NEWS learned that the least expensive North American-built cars, the Omni/Horizon Miser models, have a 12 percent dealer discount. All other Omni/Horizon and Plymouth TC3 and Dodge O24 models have a 15 percent dealer dis-

Continued on Page 51, Col. 1

First 10-day gain since mid-February

Oct. 1-10 car sales up 14 pct.

By Jenny L. King
Staff Writer

For the first reporting period since mid-February, domestic auto makers compiled a sales total greater than the comparable year-ago figure. All five major makers were up Oct. 1-10, their sales reaching 225,202, which was 13.94 percent above 197,641 last year.

Last February sales were a slight 1.02 percent ahead of a year earlier. The only other increase thus far is 1980 was the 11.73-percent gain reported the final period in January.

The record for Oct. 1-10 is 298,105, posted in 1968.

Ford Motor Co. and Chrysler Corp., whose year-to-date new-car sales through September were down 34.68 percent and 38.15 percent respectively, boasted sales records for their new front-wheel-drive models during early October.

Ford said Ford Division's introduction-day sales were highest for any new car in its history. Chrysler Corp. sold more new K-cars Oct. 2 (introduction day) than any new model in the company's history.

DOMESTIC SALES

	Oct. 1-10, 1980	Oct. 1-10, 1979
AMERICAN MOTORS	6,000†	4,500†
Chrysler	4,613	7,295
Plymouth	12,189	6,985
Dodge	11,058	8,737
CHRYSLER CORP.	27,860	23,017
Ford	44,034	39,113
Mercury	13,820	13,071
Lincoln	3,175	3,988
FORD MOTOR	61,029	56,172
Buick	27,380	17,915
Cadillac	7,364	7,840
Chevrolet	43,397	46,420
Oldsmobile	31,312	22,225
Pontiac	18,120	16,999
GENERAL MOTORS	127,573	111,399
VOLKSWAGEN	2,740	2,553
INDUSTRY TOTAL	225,202	197,641

†—Estimate.

Sales of Ford's new Escort totaled 8,776 for Oct. 1-10; its counterpart at Mercury, the Lynx, retailed 2,244. K-car sales of 10,217 included 5,610 Plymouth Reliants and 4,607 Dodge Aries.

Although its '81 models weren't as spectacular as the competition's, General Motors posted a 14.52-percent sales increase for early October, to 127,573 from 111,399 last year. Ford sales rose 8.65 percent, to 61,029 from 56,172. Chrysler reported sales of 27,860 new cars, up 21.04 percent from 23,017.

Volkswagen of America Rabbit sales were 2,740, up 7.32 percent over 2,553 last year, and estimated sales of American Motors passenger cars was 6,000 units, up 33.33 percent from 4,500 a year ago.

GM's share of the market

Continued on Page 51, Col. 1

Boost averages $295, or 3.9 percent

Chrysler hikes prices, reveals its game plan

Continued from Page 2

count compared with a 13 percent discount on '80 models.

The K-cars, with the exception of the low-line coupes which have a 12 percent discount, carry a higher discount than the predecessor Volare/Aspen models. For '81 the K-cars have a 15 percent discount rate compared with a 14.5 percent discount on the '80 models.

The discount on the low-line LeBaron Special Sedan and Diplomat Sport Coupe was reduced to 13 percent from 15 percent.

On all other LeBaron/Diplomat models the discount was reduced to 18 percent from 18.5 percent.

On the full-size models, the discount was dropped from 21.5 percent to 18 percent. Dealer discount on the new Imperial was set at 19 percent.

The dealer discount on all optional equipment was set at 18 percent which allowed Greenwald to claim that, on average, retail option prices were not increased from the final '80 prices.

The retail price changes ranged from a $308 (2.8 percent) decrease on the Chrysler New Yorker four-door sedan, to $10,643 from $10,951, all the way up to a $690 (9.8 percent) increase on the Dodge Mirada coupe, which was boosted to $7,700 from $7,010.

Chrysler maintained its identical division-to-division pricing on the Mitsubishi-built Colt/Champ models as well as the Omni/Horizon, O24/TC3 and Aries/Reliant models.

Destination charges were raised an average of $10 per car.

The K-car prices ranged from the $5,880 low-line price up to $7,254 for the Aries SE and Reliant SE station wagons.

As expected, the new Imperial was the most expensive car on the list, with a sticker of $18,311.

Although Laux told reporters Chrysler was ending confusion by comparing "apples with apples," the model-to-model comparisons made with competing makes were perhaps not the most objective.

For example, Chrysler's new pricing strategy puts the Colt/Champ models in the same segment as the Escort three-door. Some observers noted a mileage and price comparison with the Fiesta might have been more suitable. Chrysler also compared its four-door Omni/Horizon Miser models with the Escort four-door wagon, which gave the Chrysler cars a price and mileage advantage.

Greenwald said Chrysler would raise prices again during the model year. This tactic has become a regular procedure for all auto makers in recent years. He said Chrysler did not expect to hike prices as quickly as GM and Ford, which raised stickers a few days after '81 introduction.

Chrysler said the average price of its average-equipped car for '81 is about $8,600 compared with $9,450 for GM.

The Chrysler officials made it clear they intend to advertise and promote their models as, segment - by - segment, less expensive but more fuel efficient than the competition.

Greenwald acknowledged that Chrysler had originally intended to raise prices more, but had changed its mind, although he said the federal loan guarantee board, which is charged with oversight of the auto maker's operations, had "virtually no" say in the pricing decisions.

In fact, Chrysler's pricing strategy seems to be in line with what GM and Ford did earlier and fell under "the GM umbrella" which industry officials claim is the biggest factor in establishing retail prices.

Like GM and Ford, Chrysler improved its warranty slightly for '81, the normal 12-month/12,000 mile warranty is being supplemented with a 24-month/24,000 mile powertrain limited warranty which has a $100 deductible during the second 12,000 miles or 12 months of the warranty.

Oct. 1-10 sales up 14 percent to 225,202 units

Continued from Page 2

dipped below the 60-percent mark for the first time since early July; it was 56.65 percent, compared with 56.36 percent a year ago. Ford Motor Co. earned 27.10 percent, down from 28.42 percent. Chrysler sales accounted for 12.37 percent, up from 11.65 percent. AMC's estimated share was 2.66 percent, up from 2.28 percent, and VWoA earned 1.22 percent, down slightly from 1.29 percent.

Plymouth walked away with honors as the make with the greatest sales increase for Oct. 1-10. Its sales were up 74.50 percent over last year on the strength of its new front-wheel-drive compact, Reliant, and increased Horizon sales. Buick sales jumped 52.83 percent. Oldsmobile was up 40.89 percent and Dodge was up 26.57 percent. More modest gains were reported by Ford, up 12.58 percent, Pontiac, up 6.59 percent, and Mercury, up 5.73 percent.

Chrysler sales declined 36.76 percent. Lincoln was down 20.39 percent, Chevrolet dropped 6.51 percent and Cadillac was down 6.07 percent.

Chevrolet Chevette was top-selling nameplate in early October, at 10,340, followed by Oldsmobile Cutlass Supreme at 9,884, Ford Fairmont at 9,303, Ford Escort at 8,776 and Oldsmobile Cutlass, 8,544.

A year ago, the top five were: Cutlass Supreme, Fairmont, Chevrolet Citation, Chevette and Ford Mustang.

With nine selling days in the period, the daily selling rate was 25,022, up 13.94 percent from the 21,960 average for nine days a year ago.

Year-to-date sales totaled 5,138,937, down 22.58 percent from 6,637,818 in 1979.

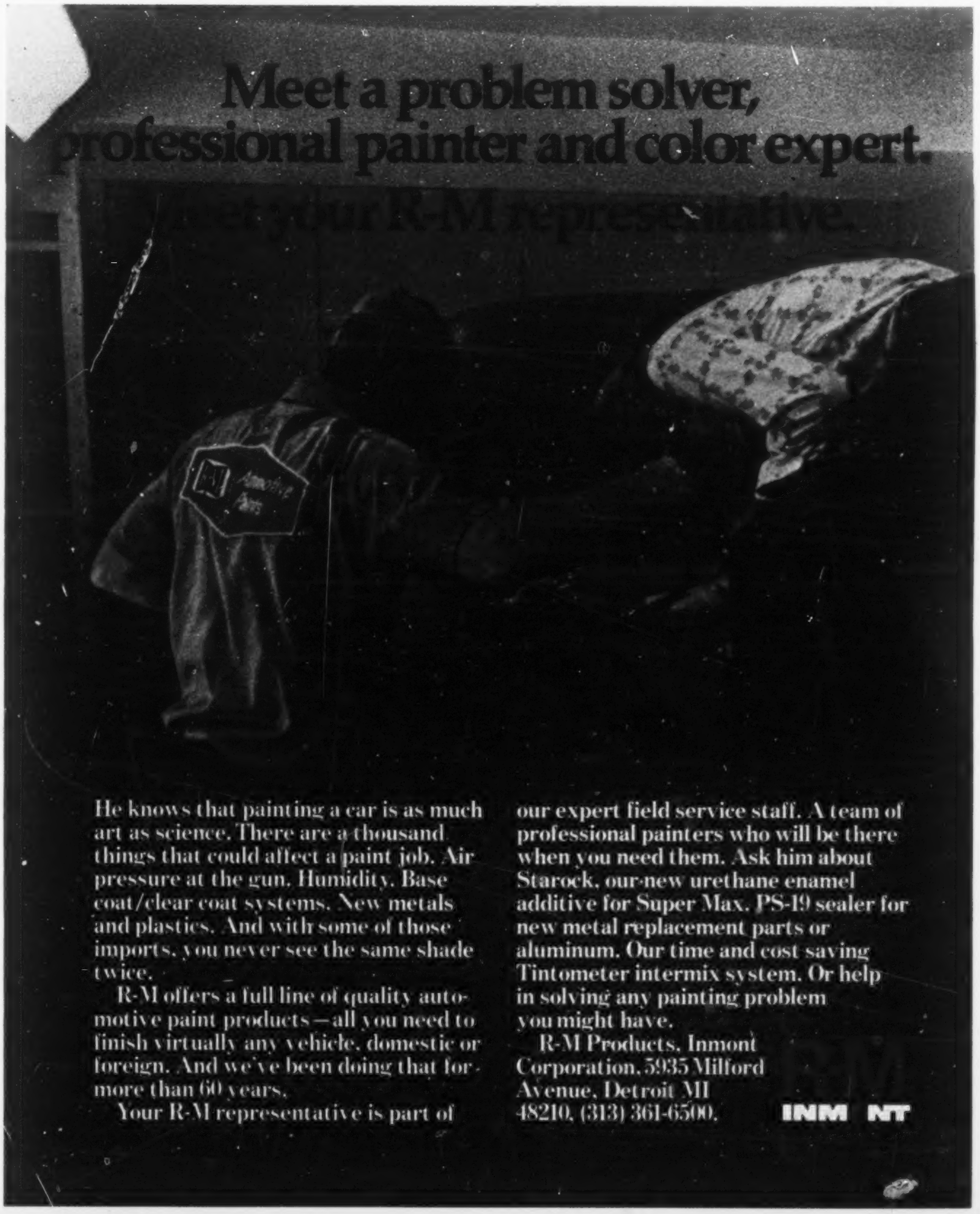
Electricar signs Fiat as supplier

ATHOL, Mass.—U. S. Electricar Corp. based here has signed a 10-year agreement with Fiat Motors of North America to purchase Fiat autos for the Lectric Leopard.

Fiat becomes U. S. Electricar's key supplier of basic vehicles for the four - passenger electric car. Contract value was not disclosed.

The Lectric Leopard is said to have a top speed in excess of 50 MPH and a range of more than 70 miles between overnight charges.

Fiat has made its first shipment, U. S. Electricar said.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factories list auction dates

American Motors

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Ford Motor Co.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Used car sales

Auction averages

October to date	$3,687
Month ago	$3,458
Year ago	$3,330

Model breakdown

Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,525	$6,350	$6,516
1979	4,959	4,787	5,022
1978	3,829	3,841	3,806
1977	3,086	3,240	3,258
1976	2,244	2,362	2,445
1975	1,759	1,741	1,808
1974	1,352	1,350	1,310
1973	1,115	1,167	963
Overall Average	$3,687	$3,545	$3,649

Roseblade promoted by Quaker State

OIL CITY, Pa. — William T. Roseblade III has been promoted to manager of sales coordination and training for Quaker State Oil Refining Corp.

Roseblade became associated with Quaker State in 1975 as a representative for the San Jose (Calif.) branch of the firm's Pacific Coast region's Northern California Division. He was named assistant manager of sales coordination and training in 1979 and transferred to Quaker State's home offices here.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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New *Used* *Trucks*

Shop business is 93.2 percent of year-ago total

Service Index declines in August

By Francis J. Gawronski
Service Editor

When the AUTOMOTIVE NEWS Service Index scored its third and biggest increase of the year in July — after two consecutive months of declines—dealers and others in the service industry expressed hopes that it was the beginning of the long-awaited rise in dealer shop business.

Both the rally and hopes, however, were short lived as dealers' service and parts business declined for the fifth time this year in August to 93.2 percent of the volume for the same month a year ago.

Almost everyone contacted blamed the downturn in the nation's economy for the dismal showing in shop business not only in August but also in the last 10 months.

A "roller coaster" shop volume—with fewer ups and more downs — is being predicted for the months ahead by many dealers.

The number of repair orders written during August supports the dealers' contention about the economy being the culprit for the decline in shop volume. ROs were down 12.6 percent from a year ago to register the biggest decline among the five categories used in the Service Index.

Total labor sales (both customer-paid and warranty) were down 7.9 percent, while shop parts sales (those used in customer-paid and warranty repairs) were off 5.7 percent from the year-ago figure.

Gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint — was down 5 percent in August, while sales of all parts and accessories declined 4 percent.

Figures used in the Service Index are averages compiled from a cross-section of the nation's new-car dealerships.

For the first eight months of the year, dealers' shop business amounted to 96.2 percent of the volume for the corresponding period a year ago.

All indicators except gross profits showed declines from a year ago. Gross profit just manager to keep above water with an increase of 0.4 percent over grosses for the same month a year ago.

ROs were down 11.1 percent, while sales of parts and accessories dipped 2.5 percent. Shop parts sales declined 1.6 percent, followed by labor sales, which were off 0.3 percent.

SERVICE INDEX
93.2*

	Aug., '80 vs. Aug., '79	8 mos., '80 vs. 8 mos., '79
Gross Profit on All Labor and P&A Sales	− 5.0%	+ 0.4%
Repair Orders Written	−12.6%	−11.1%
Total Labor Sales (Customer & Warranty)	− 7.9%	− 0.3%
Shop Parts Sales (Customer & Warranty)	− 5.7%	− 1.6%
Sales of All P&A	− 4.0%	− 2.5%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1980, was 93.2 percent of business in Aug., 1979. Service business in the eight months of 1980 was 96.2 percent of business in the corresponding period in 1979.

GM offers aid to dealers in meeting floor-plan costs

Continued from Page 2

"based upon the prevailing prime interest rate formula used for the wholesale financing interest credit, GM will reimburse participating dealers for floor-plan expenses equal to the amount that the prevailing wholesale financing interest rate exceeds 10.75 percent."

The reimbursement will be made to the dealer's open account.

The 120 or 124-day interest protection at a prime rate equivalent of 10 percent will continue to be available on all 1981 models invoiced. However, the invoice charge per vehicle will be reviewed every 90 days.

GM said the charge will be changed only if there is a "substantial change" in the prime rate, up or down from current levels. Also, GM said, the 10.75 percent cap could be lowered if interest rates decline substantially.

The added protection of 104 days cannot exceed the vehicle's financing term, that is, if the vehicle is sold or the wholesale financing is paid off early.

Eligible vehicles are '81 models invoiced on and after Nov. 10 except medium and heavy-duty trucks eligible for the current 120-day interest-free period and salaried employe purchases. As noted, the 1980 Monza and Sunbird also are eligible, as are Series 10/11 LUV trucks.

The charges to dealers on Chevrolet trucks range from $36 to $70.

The dealer's original election of Option A or Option B will remain effective for all 1980-1981 models invoiced on and after Nov. 10 and cannot be changed.

GM said the program was developed with the "recommendations and help of a dealer group including the chairman of the national dealer council of each division, other dealers selected by each division and dealer representatives of NADA."

The program has the "enthusiastic endorsement" of these dealers, GM said.

Ford Motor Co. also has a floor-plan program in effect (AUTOMOTIVE NEWS, Oct. 6 and 13.)

Frosch appointed

NEW YORK.—Dr. Robert A. Frosch, NASA administrator, has been appointed president of the American Assn. of Engineering Societies, a federation of 39 professional engineering organizations representing nearly one million engineers.

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Milestone is 14 weeks behind 1979 pace

Year's car output reaches 5 million

U. S. auto production hit the 5-million mark last week, 14 weeks behind the 1979 pace.

So far this year, auto makers have produced 5,077,673 cars, down 27.93 percent from the 7,045,128 cars built by this time last year.

Planned production for last week was 149,339 units, down 18.47 percent from the 183,173 built in the same week in 1979, but up 8.49 percent from the 140,158 for the previous week.

Chrysler Corp. scheduled 21,450 units last week, up 6 percent from the comparable week in 1979 when 20,163 cars were assembled. Chrysler production for last week was also up 14.98 percent from the 18,655 units built in the previous week.

General Motors planned to build 85,684 cars last week, down 20 percent from the 107,108 cars built in the same week last year, but still up 0.92 percent from the previous week's production of 84,890.

Ford Motor Co. was scheduled to assemble 34,085 cars last week, off 26.71 percent from the 46,509 built in the same week in 1979, but up 14.98 percent fro mthe 29,642 for the previous week.

GM will add a second shift to its Leeds plant today (Oct. 20). The move will add 2,000 hourly workers to the facility which builds the Monte Carlo and Malibu.

Ford was scheduled to reopen its San Jose (Mustang/Capri) plant today. The plant has been down since Oct. 6.

Ford will suspend passenger car operations at its Lorain, (O.) facility beginning today for one week to balance inventories. The move temporarily idles 3,700 hourly workers.

Saturday overtime was scheduled at four plants: GM Detroit Cadillac and Tarrytown, and Chrysler Jefferson and Newark. Also, Chrysler's Newark plant has scheduled nine-hour shifts Monday through Friday this week.

The production breakdown for the year through Oct. 18, was: GM, 64.67 percent; Ford, 19.78 percent; Chrysler, 9.72 percent; Volkswagen of America, 3.05 percent; American Motors, 2.73 percent, and Checker, 0.05 percent.

breaking news

Continued from Page 1

UAW wants voice in plant closings

WASHINGTON.—UAW officials will meet with the three Cabinet officials who deal with the Chrysler Loan Guarantee Board here today (Oct. 20) to discuss a union voice in Chrysler plant closing decisions. Marc Stepp, UAW vice president, and other UAW regional directors have complained they have no say in plant closings discussions between the company and the government. Stepp has said he suspects the Loan Guarantee Board of putting pressure on Chrysler to reduce the size of its operations.

Two trailer loads of Chevys recovered

HAWTHORNE, N. Y.—A police department sting operation here recovered some $1.25 million in loot. It included 84 cars purchased from thieves by policemen posing as fences. Among the cars were one Mercedes, five Lincoln Continentals and two tractor-trailer loads of brand new Chevrolets.

Light-truck standards formulated

WASHINGTON. — New light-truck emission standards, delayed from 1983 to 1984, will require that such vehicles emit no more than 0.8 grams per mile HC, 10 gpm CO and 2.3 gpm NOx. A CO idle standard of 0.47 percent is also adopted. The "useful life" definition of the vehicles is changed from 5 years or 50,000 miles to the "average lifetime or time to the first engine rebuild." New durability testing requirements are indefinitely postponed.

Ford Laser won't come to U. S.

WASHINGTON.—Inclusion of the Ford Laser in the '81 EPA mileage ratings raised a few eyebrows in Detroit, but Ford officials describe the listing as "a freak." Seems the Laser, an Australian-built version of the front-drive Mazda GLC, is Ford's "world car" for the Asia-Pacific region, and Puerto Rico is part of the same region at Ford. Cars sold in Puerto Rico, however, are considered "American" and therefore must be certified by the EPA; thus, Laser found its way onto the list. Ford was quick to note the Laser will not be sold in the U. S.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHEVROLET	11,508	17,662	10,832	28,690	824,692	355,667
DODGE/PLYMOUTH	....	5,037	2,952	4,864	267,193	105,740
FORD	17,054	19,607	17,123	44,422	893,609	450,914
GMC	3,989	5,714	3,888	10,224	286,137	128,023
INTERNATIONAL	1,985	2,849	1,943	5,106	110,746	53,200
MACK	413	795	395	1,052	30,184	18,892
JEEP	1,740*	2,500	1,740*	4,620*	123,490	62,455*
AMC CORP.	85*	450	85*	284*	20,055	6,034*
VOLKSWAGEN	650	....	475	1,361	....	21,896
MISCELLANEOUS	550*	800	550	1,430	33,650	30,775
Total Trucks, U. S.	37,974	55,414	39,983	102,053	2,589,756	1,233,596

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,280	1,601	1,632	4,114	48,383	40,871
FORD MOTOR	3,672	4,448	4,526	11,287	189,483	148,072
GENERAL MOTORS	5,520	6,031	5,719	15,158	236,415	194,938
AMERICAN MOTORS	....	....	....	....	44,506	11,644
INTERNATIONAL	236	479	299	716	16,634	13,651
MACK	32	96	32*	82	3,071	1,738
Total Trucks, Canada	10,740	12,655	12,208	31,357	538,492	410,913
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Strike, downtime reduce week's truck production

With a loss of production at General Motors because of a strike and downtime at the Chrysler truck plant, U. S. truck output last week was off from the previous week.

Planned U. S. truck production last week of 37,974 was down 5.02 percent from the previous week's 39,983 units, and down 31.47 percent from the 55,414 units produced in the equivalent week in 1979.

Chrysler's Warren plant remains down this week for inventory adjustment. The point was also closed last week and is scheduled to reopen Oct. 27. The move temporarily idles 3,800.

General Motors lost three days of production last Tuesday, Wednesday and Thursday at its Baltimore plant because of a strike at its Parma (O.) parts plant. Baltimore workers were scheduled to return to work last Friday (Oct. 17).

Ford will halt output at its Lorain, (O.) truck plant, (Econoline/Club Wagon) and the adjoining Ohio Truck plant in Avon Lake for one week to balance inventories. The move temporarilv idles 3,300 hourly workers.

No overtime was scheduled throughout the industry last week.

Year-to-date through Oct. 18, the truck makers assembled 1,233,590 units, a drop of 52.36 percent from last year's 2,589,756.

Canada's output of autos climbs 7.27 pct. for week

Planned production for Canadian auto makers was up slightly from the previous week, while scheduled truck production remained down.

Scheduled auto production was 17,185 last week, up 7.27 percent from the 16,020 units, assembled in the previous week. The figure was still down 7.86 percent from the 18,652 cars built in the comparable week in 1979.

The increase in planned auto production was due to the 5,156 autos scheduled to be built by Ford Motor Company, an increase of 54.98 percent over the 2,321 units completed in the previous week, but down slightly—0.97 percent—from the 5,207 assembled in the equivalent week in 1979.

Canadian truck production scheduled for last week was 10,740, down 12.02 percent from the 12,208 of the previous week, and down 15.13 percent from the 12,655 assembled in the comparable week last year.

U. S. CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
AMERICAN MOTORS	3,480*	4,750*	3,500*	9,080*	143,033	138,848*
Eagle	....	....	....	....	....	....
Concord	....	....	....	....	....	....
'78 AMX	....	....	....	....	....	....
Pacer	....	....	....	....	....	....
Spirit	....	....	....	....	....	....
CHRYSLER CORP.	21,450	20,163	18,655	145,279	756,293	493,393
Plymouth Total	10,150	8,181	8,997	24,418	305,568	226,738
Horizon	3,550	3,717	3,752	9,478	138,649	129,750
Volare	....	3,830	....	....	156,736	51,740
'80 Gran Fury	100	393	109	245	2,612	13,581
Caravelle	100	241	116	280	7,571	5,181
Reliant	6,400	....	5,020	14,415	....	26,486
Chrysler Total	2,500	3,348	2,550	6,130	157,152	64,143
Chrysler	1,200	804	1,243	2,740	70,873	14,446
LeBaron	1,300	2,544	1,307	3,389	86,279	49,688
Dodge Total	8,800	8,634	7,108	20,076	293,573	202,512
Omni	2,550	3,174	2,368	6,414	121,358	108,784
St. Regis	300	399	288	670	23,199	11,449
Diplomat	750	1,472	697	1,903	41,444	24,485
Aspen	....	3,589	....	....	107,572	36,899
Aries	5,200	....	3,755	9,169	....	20,895
FORD MOTOR	34,085	46,509	29,642	77,919	1,756,925	1,004,467
Ford Division	23,875	30,793	20,163	53,519	1,172,051	721,170
Pinto	....	3,237	....	....	153,402	68,179
Mustang II/Mustang	4,398	6,993	4,588	9,816	317,395	192,437
Fairmont	2,994	6,744	....	3,167	176,336	173,841
Granada	4,825	3,055	4,488	11,691	122,983	79,858
LTD II	....	....	....	....	22,746	....
Thunderbird	3,321	5,628	3,142	6,463	230,271	97,136
Ford	2,436	5,136	2,436	6,130	148,918	73,587
Escort	5,901	....	5,509	13,685	....	36,132
L-M Division	10,210	15,716	9,479	24,401	584,874	283,297
Mercury Total	8,547	11,949	7,535	19,791	455,945	245,807
Bobcat	....	799	....	....	40,151	12,445
Capri	1,058	2,707	916	3,054	94,074	56,070
Zephyr	851	1,568	....	1,431	51,905	56,765
Monarch	....	1,532	....	....	53,620	16,409
Cougar/XR7	3,147	2,781	3,038	7,249	125,592	49,279
Mercury	1,290	2,562	1,312	3,389	90,603	42,381
Lynx	2,201	....	2,269	5,583	....	12,458
Lincoln Total	1,663	3,767	1,944	4,610	128,929	37,490
Lincoln	605	1,652	707	1,677	63,744	15,188
Versailles	....	213	....	....	10,471	1,861
Mark VI	1,058	1,902	1,237	2,933	54,714	31,441
GENERAL MOTORS	85,684	107,108	84,890	219,875	4,248,128	3,283,826
Buick Division	14,907	17,419	14,884	38,970	627,725	624,858
Skyhawk	....	729	....	....	19,779	....
Skylark/'79-'80	4,085	3,371	4,023	10,489	87,973	176,906
Century	3,262	2,385	3,812	9,146	48,363	135,517
Regal	3,568	4,995	3,474	9,626	215,497	162,036
Buick	3,052	4,323	2,648	7,284	210,191	116,023
Riviera	940	1,616	927	2,425	45,922	34,376
Cadillac Division	4,594	7,244	4,726	11,843	284,227	157,299
Seville	615	1,483	734	1,850	36,947	27,150
Cadillac	2,724	4,597	2,776	6,767	191,441	88,011
Eldorado	1,255	1,164	1,216	3,226	55,839	42,138
Chevrolet Division	36,710	47,194	36,924	96,147	1,887,042	1,422,596
Chevette	9,000	8,753	9,073	23,608	344,118	377,095
Monza	2,780	3,815	2,855	7,332	130,653	135,023
Camaro	2,230	4,701	2,130	5,680	221,938	98,477
Nova/Citation	9,970	8,089	10,178	26,132	240,799	375,228
Malibu	5,810	8,339	5,779	15,308	329,894	214,692
Monte Carlo	3,520	4,664	3,498	9,314	193,844	91,034
Chevrolet	2,400	7,853	2,414	6,246	386,151	95,381
Corvette	1,000	980	997	2,527	39,645	35,666
Oldsmobile Division	16,307	19,721	14,444	40,098	841,734	608,301
Starfire	....	613	....	....	17,390	....
Omega/'79-'80	1,977	1,481	1,940	5,305	41,169	92,519
Cutlass	8,060	11,245	6,705	19,378	437,817	303,529
Oldsmobile	5,430	5,060	4,967	13,266	302,142	182,681
Toronado	840	1,322	832	2,148	43,216	29,572
Pontiac Division	13,166	15,530	13,912	32,817	607,400	470,772
Acadian†	280	457	312	711	14,378	16,879
Sunbird	3,620	2,648	3,634	9,464	84,822	120,982
Phoenix/'79-'80	2,915	2,122	2,962	7,784	66,817	115,018
Firebird	2,058	3,773	1,979	2,206	165,062	64,692
LeMans	1,895	1,815	2,029	4,932	75,602	48,996
Grand Prix	1,880	2,221	2,065	5,702	77,041	57,792
Pontiac	518	2,494	931	2,018	123,678	46,413
VOLKSWAGEN	4,550	4,493	3,380	9,818	136,810	154,624
CHECKER	90*	150	91	231	3,939	2,515
Total Cars, U. S.	149,339	183,173	140,158	462,202	7,045,128	5,077,673

CANADIAN CAR PRODUCTION

	Week Ended Oct. 18, 1980	Same Week 1979	Week Ended Oct. 11, 1980	Oct. to Date	Jan. 1, to Oct. 20, 1979	Jan. 1, to Oct. 18, 1980
CHRYSLER CORP.	1,920	....	2,400	5,765	98,970	60,102
FORD MOTOR	5,156	5,207	2,321	11,719	239,588	204,123
GENERAL MOTORS	9,929	13,200	11,079	28,063	454,254	392,663
VOLVO	180	245	220	521	6,790	7,950
Total Cars, Canada	17,185	18,652	16,020	46,068	799,602	664,838
N. American Cars	166,521	201,825	156,178	508,270	7,844,730	5,742,511
N. American Trucks	48,714	68,069	52,191	133,410	3,128,248	1,644,509
North American Cars and Trucks	215,238	269,894	208,369	641,680	10,972,978	7,387,020

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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The candidates: Where they stand on auto issues

EDITOR'S NOTE: Next Tuesday, Nov. 4, is election day in the U. S. This year's campaign has featured a number of familiar economic issues, as well as one not normally found in the political arena: The auto industry. Each of the candidates, at one time or another, has portrayed himself as the one true friend of Detroit. Many of the candidates have devised programs they claim will improve the industry's fortunes. In an effort to provide some degree of clarity to the entire matter, AUTOMOTIVE NEWS *has compiled a roundup of the significant automotive views of the Presidential candidates.*

By Edward Lapham
Financial Editor

The significance of the auto industry has been apparent throughout the 1980 Presidential campaign. Chrysler Corp.'s financial problems set the stage and the recession, import penetration plus more than a million laid-off factory, dealer and supplier employes added to the drama.

The early advantages went to the Carter Administration and the campaign to re-elect Democratic President Jimmy Carter and Vice President Walter Mondale. The Administration actively pursued the federal loan guarantee program which kept Chrysler Corp. afloat and made as much note as possible of the entire proceedings.

All this while, former California Gov. Ronald Reagan said he opposed any federal assistance to Chrysler early in his primary campaign, only to admit in late summer that he had misjudged the situation and that the federally guaranteed loans to Chrysler were effective and perhaps proper.

In January, DOT Secretary Neil Goldschmidt announced the Carter Administration's intent to end the Washington/Detroit cold war in an effort to reindustrialize the auto industry.

In early July, when the Republicans were gathering in Detroit for their national convention, the Democratic President, his vice president, several cabinet officials, other elected officials and virtually all of the ranking auto and UAW officials gathered at suburban Detroit's Metropolitan Airport to initiate the new "tripartite" policy of government, labor and industry cooperation.

The President called it "his-

Continued on Page 54, Col. 1

Chrysler ties K-car orders to slower-selling models

By Joseph Bohn
Marketing Editor

Chrysler Corp. Chairman Lee Iacocca has committed himself to showing a profit in the fourth quarter, and some dealers are being increasingly pressured to order cars they feel they can't handle in order to produce that profit.

Dealers who refuse to take their "fair share" of the full product lines are now having their K-car allocations reduced proportionately, in some instances.

Chrysler apparently feels that giving selected dealers K-cars and price leaders, for example, without their taking the full complement of other models would be a disservice to other dealers who are ordering the full product line.

It is felt it would give those selected dealers an unfair competitive advantage.

"But," countered Ray Cohen, executive secretary of the Independent Dealers Committee Dedicated to Action, "we're not talking about dealers who won't stock or inventory other products.

"We're talking about people who are loaded with 180 days' supply of Miradas and Cordobas and they're being asked to load more."

Cohen acknowledged that the practice of pressuring dealers to take unwanted vehicles is not uncommon in the industry—it has happened with Ford and General Motors, for example.

But, he insisted, competitive companies had not actually reduced allocations of hot-selling models as a dealer ordering inducement.

The IDCDA sent letters to top Chrysler officials last week, pointing out that it was "seriously concerned with the action of Chrysler Corp. in regard to tie-in sales on K-cars with other models of Dodge, Chrysler and Plymouth."

- The letter said, "While we recommend to our Chrysler dealer membership that they do all in their power to stock the full line, current demands — with the threat of cutting K-car allocations—is totally unacceptable.

"Our Chrysler members insist that you terminate this course of conduct immediately."

Cohen said he'd received 25 dealer calls from five different zones with reference to K-car allocation reductions.

AUTOMOTIVE NEWS confirmed that, in fact, dealer orders of other slower moving products were being tied to the allocation of K-cars they received. If a dealer ordered only half of his full allocation of other models for a given period, for example, he stood to have his allocation of K-cars cut in half.

Dealers feel they're being unfairy treated in view of having gone to bat for Chrysler in Washington, and again at different times when the factory asked them to order '80s.

Said one, "They came in here and talked about a lot of unordered cars we were supposed to accept to complete allocation. We said we were pretty well stocked; business was not that good, and we'd order more when it improved. . .

"Then the district manager said he had orders from his superiors to tell us that unless we accepted the cars as designated, our K-car allocation would be cut by 50 percent or more.

"What incensed me particularly is that over a year ago we went down to Washington on our own to help get the loan guarantee approved . . . Three or four months later there was

Continued on Page 54, Col. 5

breaking news

MAN to build North Carolina bus plant

CLEVELAND, N. C.—MAN Truck & Coach, a subsidiary of Maschinenfabrik - Augsburg - Nurnberg AG, announced it will build a bus plant here. The subsidiary is headquartered in Southfield, Mich. An official said most parts and components will be purchased in the Detroit area.

Mid-October sales fall 24 percent

DETROIT. — Mid-October domestic new-car sales dropped 24.14 percent on a year-to-year basis, to 204,466 from 269,547. Sales were down 9.21 percent from the first 10 days. General Motors sales were off 15.13 percent, Ford was off 45.37 percent, Chrysler was down 17.82 percent, Volkswagen of America was down 46.02 percent and American Motors dropped an estimated 9.84 percent. The daily rate was 25,558, down 14.16 percent from 29,950.

Chevy eyes 230,000 compact truck sales in '82

SAN FRANCISCO.—Chevrolet is hoping to sell 230,000 of its domestically produced compact pickup trucks in the vehicle's first full year on the market, Jim Perkins, division truck-sale manager, said at a press conference during the American Trucking Assns. convention here. Production of the compacts for the '82 model year will begin next summer.

See BREAKING NEWS, Page 55, Col. 1

'P' as in pretty

Jim Dunne

Sporty Pontiac two-seater heads for '83

Pontiac's sporty two-seater, the P-car — shown in this unofficial photo—will debut in the 1983-model year with a fiberglass body, four-wheel-independent suspension and a midship-mounted 2.5-liter four-cylinder engine.

Pontiac P-car for '83 a high-style commuter

By Jim Plegue
Staff Writer

Pontiac is firming up plans for what could be the most radical new domestic design of the decade, the 1983 P-car, a high-mileage fiberglass two-seater powered by a mid-mounted GM X-car powertrain.

Although the latest information—as well as sneak photos of a prototype—portray the P-car as a sporty model with styling quite similar to the Fiat X 1/9, Pontiac officials decline to use that label on the car.

"It's not a sports car," countered a Pontiac source. "Don't call it that. It's a highly styled commuter car."

When it bows as a 1983 model, the P-car will be unique in the domestic market. Ford Motor is said to be developing similar high-mileage commuter cars—including a sporty two-passenger model — under the code name, "Optim." Those models are not due until the 1984-model year, though reportedly were pushed ahead from 1986 in response to Pontiac's P-car project.

Although engineering cutoffs are reportedly still a year off, some details of the Pontiac P-car seem locked in place. It will be offered in only one body style, a notchback, with standard pop-up headlamps and a standard removable targa top.

Wheelbase is 90 inches with overall length set at about 150 inches. With its fiberglass body, the P-car will weigh about 2,000 pounds.

Although it has not been named, some Pontiac insiders have been referring to it as the "Sunfire." The P-car will be a Pontiac exclusive, scotching previous rumors that Chevrolet would also sell a version. The reason for this, one source theorized, is because Chevrolet will have its own two-seater to introduce in 1983, the redesigned Corvette.

- The P-car powertrain package is still undergoing revisions but the front-runner reportedly is the Pontiac-built 2.5-liter inline four-cylinder engine—the same mill used in GM's front-drive X-body compacts — mated to four- or five-speed overdrive transmissions.

In the P-car, the 2.5-liter will be equipped with throttle-body fuel injection (TBI) — all '82 Pontiac L-4s will have TBI—and will be mounted transversely just ahead or above the rear axle and aft of the car's twin bucket seats. The mileage target for the P-car is 30 MPG in the city, 40 MPG on the highway.

Suspension will be independent at all corners. A Chevette-type front suspension is being

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NEWSPAPER

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'Cat' offering lower-speed line of diesels

SAN FRANCISCO. — Caterpillar Engine Division, the industry's No. 3 producer of big-truck diesel engines, has introduced a new family of lower-speed, fuel-efficient engines which it says will enable fleets and owner/operators to reduce line-haul fuel costs without sacrificing truck performance or efficiency of skilled drivers.

The first in the new series of 3406 power plants is a 250-HP unit rated at 1,600 RPM, and is an industry first, according to Jerry Klise, the division's on-highway OEM sales manager.

He said the success of 3406 engines with 1,800 and 1,900 economy ratings "caused Cat engineers to continue evaluation of the lower-RPM concept."

The 1,600-RPM Cat 3406 will be followed in 1981 by engines rated at 285, 300 and 330 HP, Klise said.

"Private and for-hire carriers interested in lower fuel costs and better driver control will be the primary candidates for the 1,600-RPM engines," he said. "Applications for the 250-HP rating will be in Eastern and Midwest line-haul operations grossing up to 80,000 pounds gross combination weight, and 60,000 GCW in the Far West.

• "As higher horsepower ratings are offered, higher gross weight and Western mountain operations will become ideal 1,600-RPM applications," Klise added

To achieve the intended fuel savings, however, the truck operator must be committed "to train operators to drive at maximum speeds of less than 60 MPH," he explained. "If speeds over 60 are desired, the 1,600-RPM is not recommended."

Caterpillar recommends certain power-train matchups with the 250-HP 3406, such as 1107-2A Spicer, RT-110 or RT-9508 Fuller transmissions, and axle ratios depending on tire sizes to limit the top-geared speed to below 60 MPH.

"For example," said Klise, "if the desired speed is 55 to 58 MPH, 3.55 rear-axle on 10 x 22 or 11 x 22.5 tires or a 3.70 rear axle on 10 x 22 or 11 x 24.5 tires are recommended."

He noted that the engine,

Continued on Page 20, Col. 1

White concept vehicle for military

This new three-ton general-purpose military tactical truck is a concept vehicle which White Motor Corp. said demonstrates the potential for commercial-truck technology to provide improvement in the performance of tactical vehicles and to reduce initial investment and operating costs.

White woos U.S. orders with 2 concept trucks

WASHINGTON. — White Motor Corp. is moving ahead in an area in which it hopes to generate new business that will help offset the ups and downs of the domestic commercial truck market. It's an area in which Cruse W. Moss, White's chairman, has had extensive experience—government contracts.

Moss, who for almost a decade headed AM General Corp., a major supplier of big and small trucks to government, was on hand here when White unveiled two tactical trucks it said demonstrate improvements in performance and fuel economy attainable through application of commercial technology to military needs.

The two White prototypes—one an all-new three-ton unit developed by the firm's Government Products Division and the other a "converted" current five-ton vehicle—feature the latest in commercial-truck technology.

White worked with the Caterpillar Engine Division, Detroit Diesel Allison Division and Eaton Corp. in the industry-sponsored project.

White said the three-ton, 4x4 cargo truck offers improved performance over comparable vehicles now in military service and will reduce initial investment and operating costs.

• Curb weight of the three-ton unit is 3,000 pounds less than the standard 2½-ton Army truck. The lighter weight, combined with commercially available chassis components, reduces fuel consumption by 25 percent, while providing more useable HP to the wheels, White claims.

This concept vehicle is powered by a 160-HP Caterpillar 3208 diesel engine, DDA's AT545 automatic transmission and Eaton single-reduction axles with rear-axle power divider. In addition to improved performance and economy of operation, replacement parts can be obtained through commercial service facilities.

White said the conversion package for the five-ton tactical truck would preserve a multimillion dollar investment in thousands of trucks now in use by the U.S. armed forces.

Cost of conversion and the initial impact on logistic support would be more than offset by

Continued on Page 40, Col. 5

Skeptical buyers can back out if it's Carter again

SAN DIEGO. — You might call it Carter insurance.

Whatever, Norm Pressley's Truck Center is giving an escape clause to buyers concerned about the economic climate if President Carter is reelected. Should Carter defeat Ronald Reagan, buyers can cancel their orders.

"Ninety percent of the people we sell seem to feel there will be no more business if Carter wins," said Rocky Brown, a Pressley salesman. "They think the world will come to an end. So we're throwing this option at them."

He said this option clinched a sale to two PSA pilots who wanted to buy an 18-wheel truck but feared the business future under another Carter term.

Brown said they paid a $1,000 deposit on a $100,000 dump truck and trailer, with the option to cancel after the election for a fee of $100.

Magirus truck hauls imports

An auto carrier has been built on a Magirus truck chassis by Automotive Services, Inc., Vancouver, Wash., a port handler of imported cars. The firm also operates a fleet of car carriers through a subsidiary, Car Transporters Corp. Drivers participate in the design and construction of the carriers, an ASI spokesman said.

truck industry news

Total under 200,000—first time since '71

August registrations are lowest in 9 years

August registrations of new trucks of all types in the U. S. were the lowest for that month in nine years, and marked the first time since 1971 that the industry total has dropped below 200,000 tallies for the month.

In August, according to R. L. Polk & Co., new-truck registrations totaled 195,779 units, down 31.6 percent from last year's 286,420 and slightly more than 50 percent below the alltime August high of 396,434 set in 1978.

Table on Page 30.

In August, 1971, new-truck tallies hit only 167,841 units, but the count climbed to 215,452 in the same month in 1972. Since that time, the total has topped 200,000 in five years and 300,000 in two years.

For the first eight months of 1980, industry registrations fell 26.8 percent below a year ago, with declines in all three market segments. The total was 1,720,170 units, compared with 2,351,199 in 1979.

Through August, Group 1 registrations outnumbered those in Group 2 for the first time since December, 1975. The eight-month count was 771,886 units, compared with 768,813 of the heavier Group 2 vehicles.

The Group 1 count has been rising steadily and Group 2 declining since the sharp increase in fuel prices late in the first quarter of 1979, and the big growth in sales of the Japanese-built compact pickups, which are Group 1 vehicles.

The imported pickups accounted for 26.4 percent of the eight-month Group 1 total with 203,527 tallies. At the same time in 1978, before the drastic fuel increases, they took 17.5 percent of the total of 736,091 Group 1 registrations with 129,168 tallies.

In the January-August period, registrations of heavy trucks were down the least from a year

Continued on Page 9, Col. 1

HD registrations for eight months, August trail '79

Eight-month registrations of new heavy trucks in the U. S. dropped 8.2 percent below last year's record level, while the August total was down 10.5 percent from 1979, which also was the high for the month.

R. L. Polk & Co. reported that 132,356 new Groups 7 and 8 trucks were registered in the January-August period, compared with 144,155 in the like period in 1979.

August tallies totaled 16,688 units, as opposed to 18,653 in the same month a year ago.

For the eight months, Group 7

Continued on Page 20, Col. 3

U. S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	8 mos., 1980	Percent Share of '80 market	8 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	545,898	31.74	756,502	32.18	− 0.44
Chevrolet	517,263	30.07	752,369	32.00	− 1.93
Dodge	160,075	9.31	237,959	10.12	− 0.81
GMC	128,519	7.47	186,744	7.94	− 0.47
Jeep	55,618	3.23	94,028	4.00	− 0.77
International	43,254	2.52	77,750	3.31	− 0.79
Plymouth*	20,132	1.17	13,181	0.56	+ 0.61
Mack	14,609	0.85	20,270	0.86	− 0.01
Kenworth	8,242	0.48	9,781	0.42	+ 0.06
Freightliner	7,616	0.44	8,715	0.37	+ 0.07
Peterbilt	4,974	0.29	6,152	0.26	+ 0.03
White	3,518	0.21	6,363	0.27	− 0.06
Autocar	1,100	0.06	1,499	0.06	
Western Star	740	0.04	768	0.03	+ 0.01
Volvo	519	0.03	407	0.02	+ 0.01
Diamond Reo	73				
Miscellaneous**	208,020	12.09	178,711	7.60	+ 4.49
TOTALS	1,720,170	100.00	2,351,199	100.00	

★—No registrations for Oklahoma, 1980 and 1979; Washington, August, 1980; Utah, August, 1979.
*—Plymouth trucks are Trail Duster utility vehicles and Arrow pickup.
**—Miscellaneous includes imports, Crane Carrier, Oskosh, FWD, Hendrickson, etc.
NOTE: 1980 figures include window vans, 1979 totals do not.

U. S. HEAVY DUTY REGISTRATIONS

EIGHT MONTHS, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	8 mos., 1980	Percent Share of '80 market	8 mos., 1979	Percent Share of '79 market	Pct. Pt. Change, '80-'79
Ford	33,687	25.45	25,971	18.02	+ 7.43
International	23,113	17.46	44,617	30.95	−13.49
GMC	20,675	15.62	13,282	9.21	+ 6.41
Mack	14,320	10.82	20,270	14.06	− 3.24
Chevrolet	11,355	8.58	4,187	2.90	+ 5.68
Kenworth	8,242	6.23	9,781	6.79	− 0.56
Freightliner	7,616	5.74	8,715	6.05	− 0.31
Peterbilt	4,974	3.76	6,152	4.27	− 0.51
White	3,518	2.66	6,363	4.41	− 1.75
Autocar	1,100	0.83	1,499	1.04	− 0.21
Western Star	740	0.56	768	0.53	+ 0.03
Volvo	517	0.39	407	0.28	+ 0.11
Diamond Reo	73	0.06			+ 0.06
Miscellaneous	2,426	1.84	2,143	1.49	+ 0.35
TOTALS	132,356	100.00	144,155	100.00	

★—Trucks in Groups 7 and 8 only; no registrations for Oklahoma, 1980 and 1979; Washington, August, 1980; Utah, August, 1979.

Registrations for month drop 31.6 pct. below 1979 level

August truck tallies hit 9-year low

Continued from Page 8

ago and the mediums suffered the biggest setback.

There were 132,356 heavy-truck (Groups 7 and 8) registrations through August, a decline of only 8.2 percent below last year's record 144,155 units. Mediums (Groups 4 through 6) were down 58.6 percent, from 102,044 a year ago to 42,219.

The light-truck count for the first eight months totaled 1,545,595 units, a decrease of 26.6 percent below last year's 2,105,000.

Again, Group 7 was the only one of the eight to show increases in registrations over last year, and it's due to the reclassification of many trucks whose GVW ratings have moved them from the top end of Group 6 into Group 7.

The eight-month total was 53,970 units, an increase of 70 percent over last year's 31,741. Group 6 tallies, on the other hand, were down 57.8 percent, from 95,904 units in 1979 to 40,219.

Still hurting badly because of the recession, Group 8 trucks trailed the 1979 registrations by 30.3 percent, dropping from a record 112,414 units a year ago to 78,386.

- Total registrations for Groups 6 through 8 trucks for the first eight months were off 28 percent from a year ago, 172,847 versus 240,059. Combined Groups 6 and 7 tallies were down 26 percent, from 127,645 units in 1979 to 95,904.

Among the light trucks, Group 1 suffered the least decline because of the gains in compact-pickup registrations. The eight-month total of 771,886 units was down 9.6 percent from the year-ago 853,818.

Group 1 compact-pickup tallies were up 16.4 percent over the year-ago eight-month count, rising from 174,887 to 203,527.

Registrations of Group 2 vehicles declined 36.9 percent over the January-August span, from 1,218,146 in 1979 to 768,813. It was the first time since 1976 that the Group 2 eight-month total had dropped below the million mark.

Group 3, the top end of the light-truck segment, and Group 4, the bottom of the medium category, were the biggest losers in the eight-month period, due mainly to the slump in RV sales.

Registrations of Group 3 vehicles dropped 85.2 percent, from 33,036 units to 4,896, while the Group 4 count was down 95.5 percent, from 4,343 to only 196 units.

Group tallies through August totaled 1,532 units, a decline of 14.7 percent from the year-ago 1,797.

Michigan's share of GM spending put at $10 billion

ANN ARBOR. — General Motors will invest about $10 billion in capital expenditures over the next five years in Michigan, Roger B. Smith, executive vice president, told a joint meeting of the National Assn. of Accountants and the Ann Arbor Chamber of Commerce here.

"Traditional ratios" would indicate GM will spend $10 billion in Michigan during the 1980-85 period, Smith said. Smith is chairman - elect of GM. GM's planned worldwide capital expenditures for that period is $40 billion.

The GM executive cited plans for a new GMAD assembly plant in Orion Township, near Pontiac, a sister plant planned to replace Cadillac and Fisher Body assembly facilities in Detroit; the possibility of a new GM assembly plant in Vienna Township, Mich. (although no final decision has been made), and extensive renovation of plants in Flint, Warren, Ypsilanti and Bay City to facilitate adaptation of more and more GM vehicles to front-wheel drive.

In addition, engine plants in Flint and Pontiac are being converted to produce smaller, more fuel-efficient engines.

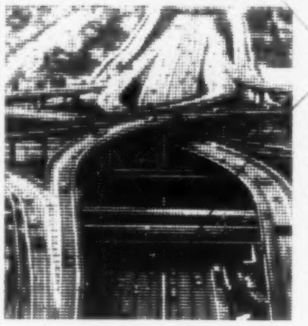
Honda earnings climb 197 pct.

TOKYO. — Honda Motor Co. said earnings in its second fiscal quarter ended Aug. 31 rose 197 percent to $153.7 million from $51.7 million in the year-ago period. Sales in the June-August period rose 22 percent to $2.09 billion from $1.71 billion.

The company said automobile sales, which account for 58 percent of receipts, rose 13 percent to 236,000 units. Unit sales in the U. S., the single biggest export market, rose 7 percent, Honda said.

For the first half of the fiscal year, earnings jumped 350 percent to $279.8 million from $62.1 million in the 1979 period. The six-month sales total was up 32 percent to $4.22 billion from $3.2 billion.

SMOOTH SAILING FOR FLEETS.



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For 1981

Front-drive GLC new for Mazda

An all-new front-wheel-drive GLC model, styling updates on the RX-7 and 626 models and redesigned MPG - boosting emission systems are the major news in the Mazda product line for 1981.

In addition, Mazda has added high-line luxury models to both its RX-7 and 626 line for 1981.

The new GLC is available in three- and five-door hatchback versions and features a transverse-mounted 1,490-cc four-cylinder engine driving the front wheels, fully independent suspension, rack-and-pinion steering and dual-diagonal braking system.

The GLC wagon remains as a front - engine/rear - drive model but has the front-wheel-drive car's 1,490-cc engine, a single overhead-camshaft design which Mazda calls the Series E.

The Series E is a refinement of the 1,415-cc engine offered in last year's GLC. It is lighter and smaller than that engine and uses Mazda's Stabilized Combustion System for better control of emissions and improved fuel economy, Mazda said.

Standard GLC features include remote-controlled driver's side mirror, body side moldings, reclining front bucket seats with adjustable head restraints, rear-window defroster, trip odometer and cloth luggage area cover.

There are four GLC trim levels—standard, Custom, Custom L and Sport. The five-door is available only as a Custom. Four- and five-speed manual and three-speed automatic transmissions are offered.

Front suspension on the new GLC is strut-type with coil springs and lower "A" arms. Rear suspension is Mazda's Twin Transverse Link (TTL) design with struts and coil springs. The configuration of the rear transverse links, Mazda said, minimizes rear-suspension geometry changes that occur under various driving conditions.

The RX-7 has front and rear styling changes for 1981. New front and rear bumpers, new spoiler and redesigned tail lamps mark the 81 models. A redesigned instrument panel has been added, as well as two storage boxes behind the seats.

An RX-7 luxury model, the GSL, is new for '81. It has more standard equipment, including rear disk brakes, a limited-slip differential, aluminum wheels and power windows.

Catalytic converters replace the thermal reactor on the RX-7's rotary engine, a move which Mazda says helps increase fuel economy by allowing a leaner air/fuel ratio to be burned. A 16.6-gallon fuel tank replaces the 14.5-gallon tank in the 1981 RX-7.

Mazda's 1981-model 626 coupe and sedan have new front and rear bumpers, new grille and new tail light design. Black exterior trim replaces much of the chrome. The 626 dashboard has also been revised.

A redesigned emission system using two catalytic converters helps improve the fuel economy in 1981-model 626s, Mazda said. Two new 626 Luxury models have been added, a coupe and a four-door sedan. Standard trim includes 185 / 70SR - 13 radial tires, power steering, power windows and cruise control.

Iowa selects Helms for Time award

DAVENPORT, Ia. — Tom Helms, president of Strieter Motor Co. (Lincoln-Mercury) here, has been selected as Iowa's candidate for the 1981 Time Magazine Quality Dealer Award.

He has headed the dealership since 1957 and is a former president of the Iowa Automobile Dealers Assn.

Caterpillar introduces line of lower-speed truck diesels

Continued from Page 8

which had been in development since 1978, has logged more than three million miles of testing and reported a "very positive acceptance" in fleets which have used the new 3406.

Based on ATA/SAE Type II fuel tests recently conducted in fleet operations, Klise said, fuel savings of 8 to 10 percent were achieved over engines rated at 1,800 and 1,900 RPM.

• "For example," he continued, "a fleet operating 1,800-RPM engines at 5.5 MPG can potentially realize an 8 percent fuel savings with 1,600-RPM engines. Based on 150,000 miles of operation and an average fuel price of $1.10 a gallon, the estimated fuel savings per tractor would be $2,400."

Klise said the new 3406 delivers peak torque at 1,200 RPM, has a 22 percent torque rise and delivers a maximum 260 HP at 1,400, actually higher than its rated power.

He noted that the cost, complexity and ability to bypass road-speed governors have caused the trucking industry to resistance their use, and said the 1,600-RPM 3406, without any add-ons, provides road-speed control.

"Slower engine speed suggests increased reliability and durability due to less wear on internal components," Klise said, "and this should lead to less maintenance and component replacement, reduced downtime and longer vehicle life."

"Noise levels also will be reduced since these engines are rated at lower speeds," he added. "This means quieter operations, resulting in less driver fatigue and increased productivity."

HD registrations trail 1979 levels

Continued from Page 8

registrations were 70 percent higher than a year ago because of the reclassification of many trucks previously carried as Group 6 vehicles. Through August, the count was 53,979, compared with 31,748 in 1979.

Group 8 tallies, on the other hand, were down 30.3 percent from last year's alltime high for the period, 78,386 versus 112,414.

In August, the Group 7 total was up 57 percent, from 4,339 a year ago to 6,810. The Group 8 count for the month declined 31 percent from last August, 9,878 units versus 14,314.

GLC goes FWD for '81

Mazda unveils its all-new front-drive GLC model for 1981. The new GLC is available in three- and five-door hatchback versions with a standard 1,490-cc transverse-mounted four-cylinder engine.

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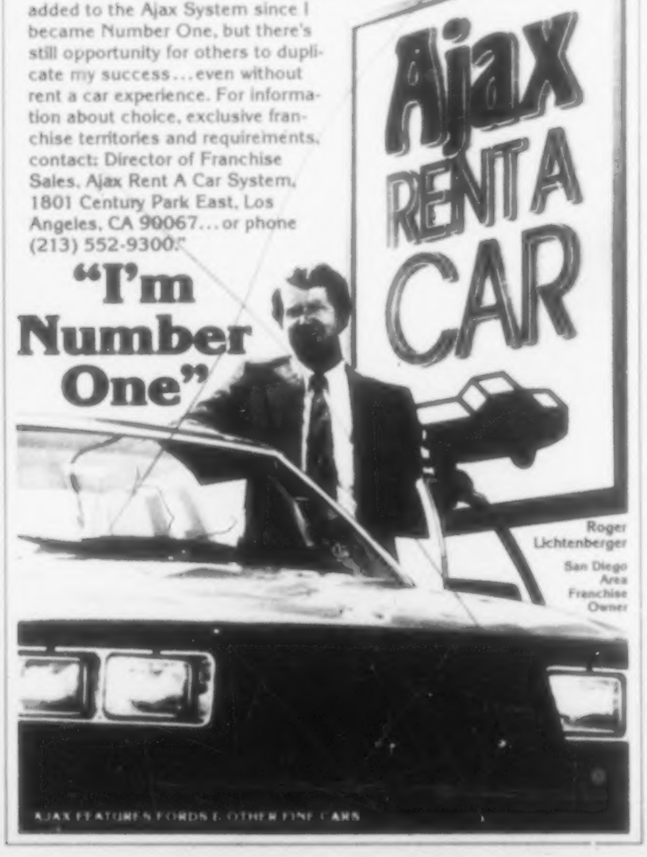

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AJAX FEATURES FORDS & OTHER FINE CARS

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT-MONTHS, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Aug., '80**								**113**	**113**
	Aug., '79								171	171
	Year to Date '80								**1,100**	**1,100**
	Year to Date '79								1,499	1,499
BROCKWAY	**Aug., '80**									
	Aug., '79									
	Year to Date '80									
	Year to Date '79								2	2
CHEVROLET	**Aug., '80**	**27,500**	**24,967**	**27**		**119**	**1,299**	**951**	**317**	**55,180**
	Aug., '79	36,878	49,181	384		126	3,787	78	577	91,011
	Year to Date '80	**250,154**	**245,052**	**753**		**1,070**	**8,879**	**9,162**	**2,193**	**517,263**
	Year to Date '79	307,595	412,040	4,484		1,148	22,915	949	3,238	752,369
(Memo Units) #	**Aug., '80**	**12,779**	**7,631**							**20,410**
	Aug., '79	17,334	14,571							31,905
	Year to Date '80	**112,658**	**71,586**							**184,244**
	Year to Date '79	139,521	119,665							259,186
DIAMOND REO	**Aug., '80**								**8**	**8**
	Aug., '79									
	Year to Date '80								**73**	**73**
	Year to Date '79									
DODGE	**Aug., '80**	**10,034**	**9,055**	**162**	**3**					**19,254**
	Aug., '79	9,815	14,382	1,844	5					26,046
	Year to Date '80	**66,680**	**89,532**	**3,673**	**190**					**160,075**
	Year to Date '79	70,464	135,760	27,395	4,340					237,959
(Memo Units) #	**Aug., '80**	**6,579**	**5,782**	**86**						**12,447**
	Aug., '79	5,300	8,183	1,708						15,191
	Year to Date '80	**44,617**	**57,242**	**1,456**						**103,315**
	Year to Date '79	41,287	73,625	22,695						137,607
FORD	**Aug., '80**	**18,961**	**34,180**	**45**			**2,183**	**2,963**	**1,482**	**59,814**
	Aug., '79	25,397	58,665	52			5,328	1,413	2,093	92,948
	Year to Date '80	**167,439**	**330,251**	**452**			**14,069**	**23,348**	**10,339**	**545,898**
	Year to Date '79	192,875	500,670	292			36,694	10,361	15,610	756,502
(Memo Units) #	**Aug., '80**	**7,724**	**11,308**							**19,032**
	Aug., '79	8,178	16,709							24,887
	Year to Date '80	**69,164**	**109,368**							**178,532**
	Year to Date '79	74,571	153,811							228,382
FREIGHTLINER	**Aug., '80**								**868**	**868**
	Aug., '79								1,171	1,171
	Year to Date '80								**7,616**	**7,616**
	Year to Date '79								8,715	8,715
VOLVO	**Aug., '80**							**73**	**15**	**88**
	Aug., '79									
	Year to Date '80						**2**	**436**	**81**	**519**
	Year to Date '79									
GMC	**Aug., '80**	**4,260**	**6,884**	**1**		**39**	**919**	**990**	**1,349**	**14,442**
	Aug., '79	6,650	15,278	262		75	2,421	217	1,618	26,521
	Year to Date '80	**35,899**	**65,132**	**6**		**446**	**6,361**	**9,500**	**11,175**	**128,519**
	Year to Date '79	44,284	111,075	828		627	16,648	1,252	12,030	186,744
(Memo Units) #	**Aug., '80**	**658**	**1,914**							**2,572**
	Aug., '79	1,377	4,049							5,426
	Year to Date '80	**6,443**	**17,974**							**24,417**
	Year to Date '79	8,819	32,110							40,929
INTERNATIONAL	**Aug., '80**		**1,496**				**1,632**	**1,712**	**2,090**	**6,930**
	Aug., '79		1,469				3,187	2,485	3,451	10,592
	Year to Date '80		**12,273**				**8,868**	**10,442**	**12,671**	**43,254**
	Year to Date '79		15,095				18,038	18,202	26,415	77,750
(Memo Units) #	**Aug., '80**									
	Aug., '79									
	Year to Date '80									
	Year to Date '79									
JEEP	**Aug., '80**	**3,737**	**2,194**							**5,931**
	Aug., '79	6,602	3,767							10,369
	Year to Date '80	**34,516**	**21,102**							**55,618**
	Year to Date '79	53,903	40,125							94,028
(Memo Units) #	**Aug., '80**	**3,737**	**1,553**							**5,290**
	Aug., '79	6,602	1,646							8,248
	Year to Date '80	**34,516**	**15,645**							**50,161**
	Year to Date '79	53,903	17,765							71,668
KENWORTH	**Aug., '80**								**916**	**916**
	Aug., '79								1,200	1,200
	Year to Date '80								**8,242**	**8,242**
	Year to Date '79								9,781	9,781
MACK	**Aug., '80**						**76**		**1,523**	**1,599**
	Aug., '79								2,402	2,402
	Year to Date '80						**289**		**14,320**	**14,609**
	Year to Date '79								20,270	20,270
PETERBILT	**Aug., '80**								**568**	**568**
	Aug., '79								651	651
	Year to Date '80								**4,974**	**4,974**
	Year to Date '79								6,152	6,152
PLYMOUTH	**Aug., '80**	**1,720**	**830**							**2,550**
	Aug., '79	1,159	302							1,461
	Year to Date '80	**13,671**	**6,461**							**20,132**
	Year to Date '79	9,810	3,371							13,181
WESTERN STAR	**Aug., '80**								**110**	**110**
	Aug., '79								103	103
	Year to Date '80								**740**	**740**
	Year to Date '79								768	768
WHITE	**Aug., '80**								**381**	**381**
	Aug., '79								688	688
	Year to Date '80								**3,518**	**3,518**
	Year to Date '79								6,363	6,363
MISCELLANEOUS*	**Aug., '80**	**26,524**				**1**	**243**	**121**	**138**	**27,027**
	Aug., '79	20,499		6		3	243	146	189	21,086
	Year to Date '80	**203,527**	**10**	**12**	**6**	**16**	**2,023**	**1,082**	**1,344**	**208,020**
	Year to Date '79	174,887	10	37	3	22	1,609	977	1,571	179,116
TOTALS	**Aug., '80**	**92,736**	**79,606**	**235**	**3**	**159**	**6,352**	**6,810**	**9,878**	**195,779**
	Aug., '79	107,000	143,044	2,548	5	204	14,966	4,339	14,314	286,420
	Year to Date '80	**771,886**	**769,813**	**4,896**	**196**	**1,532**	**40,491**	**53,970**	**78,386**	**1,720,170**
	Year to Date '79	853,818	1,218,146	33,036	4,343	1,797	95,904	31,741	112,414	2,351,199

★—No Oklahoma registrations 1980 and 1979; Washington, August, 1980; Utah, August, 1979.

NOTE: 1980 figures include window vans, 1979 totals do not.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-7. *—Miscellaneous includes imports, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

In International Trade Commission brief

CU, economist back import stand

WASHINGTON. — Consumers Union, in a brief filed with the International Trade Commission, opposes any rollback of imports. CU has 220,000 members and its Consumer Reports has a circulation of more than 2.6 million.

The brief, filed jointly by CU and the Center for Law and Social Policy, also contains views of Dr. Walter Adams, whose services were obtained by the Public Interest Economics Foundation.

Adams, past president of Michigan State University and still an economics professor there, is well known in Washington. That is because of his role as a consultant to Congressional Small Business Committees and the Senate Judiciary Committee.

Adams contended that if the domestic industry has been injured or may be in the future, the injury is "essentially self-inflicted because of major managerial miscalculations of market demand" and is not caused by burgeoning imports.

Even if imports were restrained, he said, "there is no assurance that such action—while seriously damaging the public interest — would restore the health of the domestic industry or result in substantial recalls of unemployed workers."

The picture Adams paints of the domestic industry is one of noncompetition except in "nonessential forms of product differentiation such as style and model changes, accompanied by a cacophony of advertising."

Imports, he said, are not the cause of the industry's malaise. Instead, it was the combination of three factors: Recession; failure to adjust product mix to shifts in consumer demand, and the "investment policies of the U. S. manufacturers which neglected the conversion, modernization and expansion of their domestic plants, while putting substantial funds into their overseas facilities."

In connection with the last point, Adams noted that the volume of captive imports shows the domestic companies chose to supply the market by making or buying abroad rather than making them here at home.

He bolstered this by citing recent announcements about investing money abroad. This flight of capital abroad, Adams said, will not hasten modernizing or new plant in the U. S. nor will it help reemploy workers in the U. S.

To impose quotas, Adams said, would stifle the "only meaningful competition to which the domestic industry has been subjected since World War II."

It would raise prices of small cars and light trucks and thus exacerbate inflation, he said, and it is "not likely to induce an immediate shift from imports to domestically produced small cars," nor will it necessarily induce consumers to buy intermediate or full-size cars. It would undermine the country's efforts to save energy and reduce reliance on imported oil, he said, and it would not help alleviate the recession.

Finally, while quotas would mean higher prices and higher profits for the U. S. makers, they offer no assurance the additional money would be invested in the U. S. "rather than overseas or in Mexico or Canada," he said.

In a section of the Adams' paper, called Is There A Better Idea?, the economist asserted relaxed regulations are already helping and the change in chassis-cab tariff classification helps the industry as does trade adjustment assistance and supplemental unemployment benefits.

Rather than quotas or tariffs, Adams suggested monetary and fiscal policies to combat the recession and thus alleviate the disproportionate effect on cyclical industries, and granting of loan guarantees, direct loans or low interest loans "specifically designed to finance the construction of small car and light truck facilities within the U. S."

- The CU and Center for Law and Social Policy brief also argued that relief for the industry should come from Congress, not from quotas.

The brief is also insistent the domestic companies should not get sales and price protection without offering some quid pro quo that they will become fully competitive operating at high production and full employment in the U. S.

What is unique about the CU brief is evidence it appends that imported cars have higher ratings than their domestic counterparts.

"Of 95 new models rated in April, 1980, 41 were small cars," CU said. "Of these 41 models, 11 were domestically produced (excluding Volkswagens). Only one of these 11 models received a recommendation (as 'deserving buyer preference') from Consumers Union testers: 10 of the 39 imports received such a rating. (Two models were manufactured by Volkswagen in the U. S. and both received a recommendation.)"

The quality of imports was also attested to by readers of Consumer Reports who also favored imports for their fewer repair problems.

Comments asked by ITC on auto jack consent order

WASHINGTON. — The International Trade Commission (ITC) is requesting public comments on a proposed consent order concerning certain steel jacks imported from Canada.

The consent order arose from a complaint filed by Bloomfield Mfg. Co., Bloomfield, Ind., against three other steel jack manufacturers — J. C. Hallman Mfg. Co., Kitchener, Ont.; American Gage & Mfg. Co., Wauseon, O., and A. H. Bottorff Co., St. Joseph, Mo.

Bloomfield complained of alleged unfair acts and methods by the other three companies in the importation and sale of steel jacks.

Under the order, Bloomfield and American Gage must label all the jacks they sell to the effect that the jacks were assembled in the U. S. from component parts largely of foreign manufacture.

In addition, American Gage and Bottorff must stop using the phrases "malleable cast jack" and "cast jack" in their sales literature to describe jacks having components.

Also, American Gage must not refer to a shear pin safety device in connection with its jacks unless such a device is actually present in them, and Hallman and American Gage must stop providing each other with cost and pricing information.

The original of any comment on this order must be sent, along with 19 copies, to the Secretary of ITC by Oct. 31. Anyone who wants to submit a document to the ITC in confidence must request *in camera* treatment in writing from the secretary, including all reasons why secrecy should be granted. All non-confidential written submissions will be open to public inspection at the secretary's office.

Comments should be addressed to Kenneth R. Mason, Secretary, U. S. International Trade Commission, 701 E St. N.W., Washington, D. C. 20436.

Model breakdown
Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$6,474	$6,350	$6,516
1979	5,035	4,787	5,022
1978	3,831	3,841	3,806
1977	3,130	3,240	3,258
1976	2,248	2,362	2,445
1975	1,811	1,741	1,808
1974	1,369	1,350	1,310
1973	1,105	1,167	963
Overall Average	$3,684	$3,545	$3,649

factories list auction dates

American Motors

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

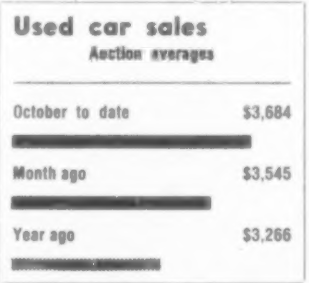
Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.


Used car sales
Auction averages

used-car auction directory

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Continued sales growth needed, ITC told

Honda says import curb could derail plant plans

Continued from Page 2

to its imports. This, says Honda, is unrealistic and inherently inequitable. Honda is proceeding on the assumption that it will be treated as a domestic company and any local content test would "eradicate that premise."

Even if Honda succeeded in getting enough U. S. content, it would not know until the last minute and if it missed, even by one percent, then the Hondas made in Ohio would be treated as though they were made in Japan. "Such a result would be draconian. Its mere possibility casts a cloud over Honda's future plans for the Ohio facility."

If ITC finds injury and recommends restraints, Honda says it is essential to treat Honda's Ohio production as domestic or else it may be "impossible for that project, or any similar project, to proceed." Honda wants total exclusion from any remedies for all cars made in a foreign trade zone—this would cover VWoA, American Honda, and Nissan if and when it decides to make light trucks in Tennessee or Georgia, or any other newcomer.

In addition, Honda said it needs a "moderate increase in imports during the next several years" to keep its dealers, develop its market, and finance the Ohio plant. But if Honda does not get total exclusion, then Honda says—agreeing with the Federal Trade Commission staff—tariffs are less harmful than quotas, which "would raise serious questions about the viability of the Ohio project."

The above is all predicated on the worst-case finding, since Honda believes the ITC should find that increased imports are not a substantial cause of injury to the domestic industry now or in the future.

Rep. Clarence J. Brown, Ohio Republican, said last week that President Carter's failure to try to negotiate voluntary auto import restrictions with Japanese manufacturers is the reason that construction of a Honda plant in Marysville, O. is now in jeopardy. Brown's district includes Marysville.

"The President was urged by UAW President Douglas Fraser last March to seek voluntary limits on Japanese auto exports to the U. S.," Brown said. "Fraser also suggested voluntary U. S. content percentages in Japanese cars sold here, and he asked the U. S. to encourage foreign auto makers to build plants here to provide jobs for American auto workers.

"I issued a statement supporting Fraser's position, and I have continued to urge the President to enter into such negotiations.

"Unfortunately, despite an expressed willingness of the Japanese government to reach mutually acceptable limits on auto exports to the U. S., President Carter has refused to initiate negotiations, citing 'legal difficulties' which many experts feel do not exist," Brown said.

"Nevertheless, I have joined as a co-sponsor of legislation which would assure that the President has such authority, but the leadership of the Democratic Congress failed to bring that legislation to the floor for a vote before recessing for the campaign."

He said the result is that the UAW and Ford Motor Co. have asked the International Trade Commission to impose import restrictions which Honda now says threaten the Marysville plant.

"This unnecessary confrontation is exactly the kind of reaction to be expected from protectionist trade policies," Brown said. "It is also the result that flows from the ineptitude of the Carter Administration.

"I have not given up hope that the Marysville plant will be built, however," he said. "I understand that Ford and the UAW still believe that voluntary restraints would make import quotas unnecessary, and I hope that Honda and other Japanese manufacturers will continue their willingness to discuss voluntary limits.

"The missing elements are leadership from the Carter Administration and a willingness from him to enter into negotiations which would result in limits that meet the needs of both countries."

SBA loans to auto dealers top the $200-million mark

Continued from Page 2

sistance program, the SBA has made the 70 loans available from a special fund earmarked for that purpose.

Frank Lopez and John Cini, co-partners in Southfield (Mich.) Dodge, for example, were approved for $300,000 which they planned to use to retire parts bills, increase their used-car inventory and bolster working capital for several years.

Nathan Conyers, a Detroit Ford dealer and president of the National Assn. of Minority Dealers, questioned that only three of eight Michigan minority dealers thus far had been approved.

Thieste countered by saying that no dealer application had been rejected to date.

Thieste added that among minorities, 58 had been approved for direct loans and 12 for guaranteed loans. There had been 111 minority applications altogether; there are 251 minority dealers in the U. S.

Chrysler Financial, which applied for approval as a participating Class B nonbank lender in the SBA program, is still being reviewed, with no decision yet on whether it would be approved, Thieste noted.

The pattern of loan approvals has been such that dealers in the far Western Coastal area; the far Eastern New England area expressed lightest demand for loans, while Midwestern and Central U. S. dealers showed the heaviest interest.

For example, in four Midwestern states—Kansas, Nebraska, Iowa and Missouri — 207 loans were approved compared to 31 in California, Arizona and Nevada and 40 in a six-state New England area.

IMPORT REGISTRATION SHARES IN U. S.

JULY

	Regis., July 1980	Percent Share of Market	Regis., July 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	51,183	23.73	43,287	19.56	+ 4.17
Datsun	44,891	20.81	39,605	17.90	+ 2.91
Honda	30,061	13.94	28,738	12.99	+ 0.95
Volkswagen	24,142	11.19	27,505	12.43	— 1.24
Mazda	13,340	6.19	13,515	6.12	+ 0.07
Subaru	10,305	4.78	10,072	4.55	+ 0.23
Fiesta	5,185	2.40	8,753	3.95	— 1.55
Volvo	4,647	2.15	5,431	2.45	— 0.30
Mercedes	4,412	2.05			
Arrow	4,075	1.89			
Fiat			6,917	3.12	
Colt			6,752	3.05	
All Others	23,436	10.87	30,722	13.88	— 2.41
TOTAL	215,677		221,297		
Share of U.S. Total		30.12		24.17	+ 5.95

SEVEN MONTHS

	Regis., 7 mos., 1980	Percent Share of Market	Regis., 7 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	344,707	23.43	265,276	19.16	+ 4.27
Datsun	311,240	21.15	246,382	17.80	+ 3.35
Honda	203,741	13.85	201,759	14.57	— 0.72
Volkswagen	148,752	10.11	183,902	13.28	— 3.17
Mazda	88,728	6.03	81,276	5.87	+ 0.16
Subaru	69,812	4.74	59,382	4.29	+ 0.45
Fiesta	41,155	2.80	46,702	3.37	— 0.57
Arrow	37,344	2.54			
Colt	34,378	2.34	39,545	2.86	— 0.52
Mercedes	29,178	1.98			
Fiat			36,941	2.67	
Volvo			31,084	2.25	
All Others	162,253	11.03	192,129	13.88	— 2.85
TOTAL	1,471,288		1,384,378		
Share of U.S. Total		28.21		22.15	+ 6.06

Registrations not available for Oklahoma, delayed for Illinois.

But 215,677 total is 30 pct. of U. S. market

Import registrations off in July

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in July compared with a year earlier, but the total was up from June and it was the sixth highest for any month in history, according to figures compiled by R. L. Polk & Co.

New import registrations in July totaled 215,677, down 2.54 percent from 221,297 in July a year ago, the record for that month. But only five months in history have exceeded this July in total import registrations.

Import penetration of the total U. S. market in July was a record 30.12 percent, up from 24.17 a year earlier.

For the first seven months of 1980, import registrations continued to run ahead of last year's record pace, totaling 1,471,288, up 6.28 percent from 1,384,378.

Imports accounted for 28.21 percent of U. S. new-car registrations in the first seven months, compared with 22.15 percent last year.

- All the Japanese nameplates in the top 10 imports improved their market shares in July compared with a year ago.

Biggest gain was by front-running Toyota, which jumped 4.17 percentage points to take 23.73 percent of import registrations in July. Next was No. 2 Datsun, up 2.91 points to 20.81 percent.

Other gainers were Honda, up 0.95 of a point to 13.94; Mazda, up 0.07 of a point to 6.19 percent; Subaru, up 0.23 of a point to 4.78 percent.

Losers in market share compared with a year earlier were Volkswagen, down 1.24 points to 11.19 percent; Fiesta, off 1.55 points to 2.40 percent, and Volvo, down 0.30 of a point to 2.15 percent.

Rounding out the top 10, Mercedes-Benz accounted for 2.05 percent of the total and Arrow 1.89 percent. Neither was in the top 10 a year earlier.

The top 10 imports accounted for 89.13 percent of total import registrations in July, up from 86.12 percent a year earlier. For the first seven months, the top 10 accounted for 88.97 percent, compared with 86.12 percent last year.

Japanese nameplates accounted for 73.83 percent of the July import market, up from 68.22 percent a year earlier, but off from 75.65 percent in June.

Registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 159,244 (150,966); West Germany, 40,874 (48,057); Sweden, 5,884 (6,677); United Kingdom, 3,596 (5,344); Italy, 3,142 (7,446), and France, 2,937 (2,807).

Registrations by country of origin in the first seven months of 1980, with year-earlier figures in parentheses, were: Japan, 1,103,675 (952,495); West Germany, 268,181 (309,343); Sweden, 36,319 (39,976); Italy, 27,190 (40,588); France, 20,670 (16,425), and UK, 15,253 (25,550).

Registrations of imported trucks in July totaled 44,854, down 0.09 percent from 44,893 a year earlier. But July registrations were up from 39,559 in June.

Registrations of imported trucks in July, with year-earlier figures in parentheses, were: Toyota, 11,606 (12,472); Datsun, 9,469 (11,104); LUV, 6,938 (8,048); Courier, 5,995 (5,704), and others, 10,846 (7,565).

The truck import total for the first seven months of 1980 was 312,571, up 9.04 percent from 289,299 last year.

Registrations of imported trucks in the first seven months, with year-earlier figures in parentheses, were: Toyota, 80,731 (71,007); Datsun, 64,361, (65,581); LUV, 51,346 (59,599); Courier, 44,875 (46,000), and others, 71,258 (47,112).

Pontiac plans P-car for '83, a sporty, 2-seat commuter

Continued from Page 1

used on prototypes with X-car-derived MacPherson struts at the rear. Rack-and-pinion steering, radial tires and four-wheel disk brakes will be standard, though one source said disk brakes may end up being too costly for the P-car.

Pontiac hopes to sell the P-car for $8,500 in 1983 and has plans to build at least 75,000 units the first year. The division is said to be eyeing its old home plant in Pontiac, Mich., as a potential sourcing point for the car.

Ford Motor's "Optim" program centers are lightweight two-passenger and four-passenger commuter cars with fiberglass bodies and front-drive powertrains. They are, one source said, considerably smaller than the P-car.

The two-passenger model is said to have a wheelbase of about 72-73 inches and curb weight of about 1,300 pounds, while the four-passenger will have a 84-85-inch wheelbase and weight of about 1,400 pounds. Tread has been set at 48 inches.

An overhead-valve 900-cc L-3 and an overhead-valve 1.2-liter L-4 are the proposed Optim powertrains, a source said. Diesel versions of those two engines are also under consideration.

Loan board won't intervene in Chrysler plant closings

WASHINGTON. — Chrysler Corp. holds the key to more deeply involving the UAW in plant closing decisions, according to Treasury Secretary G. William Miller.

UAW Vice President Marc Stepp had accused the government's Loan Guarantee Board of pushing Chrysler to close plants to streamline operations, but in a two-hour meeting last week, Miller emphatically denied those charges.

"Any decision to give the union more input into proposed plant closings is up to Chrysler," he said.

Miller heads the board authorized by Congress to oversee $1.5 billion in federal guarantees to the ailing Chrysler Corp.

Stepp said he was satisfied the Loan Guarantee Board had not been pressuring Chrysler to close plants and conceded the decision to allow the UAW a voice in plant closing decisions was not "the board's decision to make," but Chrysler's.

He also said he was heartened by the Chrysler assurances that the Missouri truck plant "had been taken off the market" and the proposed sale of the Detroit-area Eldon Ave. and Detroit Forge plants will be reviewed.

Chrysler has indicated it will go ahead and sell the Detroit glass plant and a New Castle (Ind.) facility, he said.

According to a UAW spokesman, Chrysler has assured the union it will seek its input on future plant closings.

153,647 cars built last week

Auto production takes an upturn

Production for the 1981 models continues to increase as U.S. auto makers strive to get the new cars to the dealerships.

Last week's planned production of 153,647 units was up 3.62 percent from the previous week's totals of 148,268, but still down 12.28 percent from the 175,165 cars assembled in the comparable week in 1979.

Planned production of 90,977 units at General Motors was up 9.13 percent from the 83,362 cars assembled in the previous week, although down 17.20 percent from the 109,884 built in the equivalent week last year.

Chrysler Corp. also scheduled an increase last week with 23,070 units planned, up 8.52 percent over the previous week's totals of 21,258, and up 7.76 percent fro mthe 19,727 cars assembled in the comparable week in 1979.

Ford Motor Company was scheduled to build 31,480 cars last week, off 8.40 percent from the 34,369 units assembled in the previous week, and down 13.58 percent from the 36,430, built in the comparable week last year.

Ford was scheduled to resume operations today (Oct. 27) at its Lorain, (O.) facility, which had been down for a week to balance inventories. The move will return 3,700 hourly workers to the job.

Saturday overtime was scheduled at eight plants: GM — Detroit Cadillac, Tarrytown and Oklahoma City (Citation/Phoenix/Skylark) and Willow Run (Omega); Chrysler — Newark and Jefferson (Aries/Reliant), and Ford — Louisville (Ford) and Wixom (Lincoln/Mark VI).

Year-to-date production of 5,230,249 is down 27.58 percent from last year's equivalent year-to-date production of 7,222,032.

breaking news

Continued from Page 1

California may give diesels a break

WASHINGTON. — Diesel makers struggling to comply with California's tough emission standards may be getting a break. The state's Air Resources Board is proposing to change the 1982 standard for NOx from 1.0 grams per mile for 100,000 miles or 0.4 gpm for 50,000 miles to 1.2 gpm for 50,000 miles for light-duty diesels and to 1.5 gpm for 100,000 for turbocharged diesels. The CARB is also proposing to adopt the federal particulate standard and drop its hydrocarbon exhaust emissions allowance for vehicles with low evaporative emissions. It has scheduled a hearing for Dec. 2 in San Diego.

VW looks ahead to '82

DETROIT. — Volkswagen of America officials confirmed last week that the U. S. introduction of the all-new VW Dasher will be delayed until the 1982 model year. The '82 Dasher will get redesigned sheet metal, with hatchback and notchback sedans available. The sporty Scirocco also is scheduled to be reskinned in '82, according to VWoA officials. In addition, the company is planning to offer a diesel version of the Jetta sports sedan in late '81. By the time VW's second U. S. assembly plant opens in Sterling Heights, Mich., in late '82, the firm will be getting diesel engines from Brazil and gas engines from Mexico, according to President James McLernon.

Steel price boost may be jawboned

PITTSBURGH. — Some members of the steel and automotive industries are skeptical about the durability of a $37-a-ton increase by U. S. Steel on hot and cold rolled sheet — heavily used by Detroit. They think jawboning will kill it.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHEVROLET	11,821	16,012	9,898	38,901	840,874	365,878
DODGE/PLYMOUTH		4,889	48	4,912	277,714	105,788
FORD	13,510	10,273	17,294	58,172	904,091	464,664
GMC	4,714	5,664	3,211	14,160	291,599	131,959
INTERNATIONAL	1,814	2,844	1,940	6,875	113,595	54,969
MACK	413	761	456	1,508	30,979	19,348
JEEP	1,740*	2,500	1,740*	6,360*	125,990	64,195*
AMC CORP	85*	450	85*	369*	20,505	6,119*
VOLKSWAGEN	650		686	2,047		22,582
MISCELLANEOUS	550*	800	550	1,980	34,450	31,325
Total Trucks, U. S.	35,297	44,193	35,908	135,284	2,639,797	1,266,827

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHRYSLER CORP.	1,888		1,395	6,117	48,384	42,874
FORD MOTOR	4,532	1,150	3,563	15,710	193,925	152,495
GENERAL MOTORS	6,814	6,092	3,656	20,108	242,422	199,888
AMERICAN MOTORS		1,060			45,566	11,644
INTERNATIONAL	295	478	237	1,012	17,206	13,947
MACK	32	84	33	115	3,167	17,771
Total Trucks, Canada	13,561	8,864	8,884	43,062	550,670	422,618
N. American Trucks	48,858	53,342	44,792	178,346	3,190,467	1,689,445

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production down 1.7 percent from week ago

With the Saturday overtime at two General Motors truck plants offset by downtime at Chrysler Corp. and Ford Motor Co. plants, U. S. truck output last week fell slightly from the previous week.

Scheduled U. S. truck production of 35,297 last week was down 1.70 percent from the previous week's total of 35,908, and down 20.13 percent from the 44,193 units produced in 1979 in the comparable week.

Chrysler's Warren plant remained down last week for inventory adjustment. The plant was scheduled to reopen today (Oct. 27).

General Motors' Baltimore and St. Louis truck plants worked overtime last Saturday after GM lost three days of production at Baltimore the previous week because of a strike at its Parma (O.) parts plant.

Ford Motor Co. closed its Lorain (O.) truck plant (Econoline/Club Wagon) last week. It is also scheduled to reopen today (Oct. 27).

The truck makers' year-to-date totals through Oct. 25 of 1,266,827 showed a decline of 52.01 percent from last year's 2,639,797.

Line-speed hike at GM boosts Canadian output

An increase in the line speed for both cars and trucks at General Motors of Canada helped push last week's car and truck output ahead of the previous week and a year ago.

Beginning Oct. 6, GM began increasing its line speeds at the Scarborough van plant and the Oshawa car assembly plant with full capacity being reached Oct. 10. The line speed at Scarborough jumped from 21 to 26 units per hour while production of the full-size Chevrolet and Pontiac at Oshawa increased from 50 to 55 per hour. The move added 1,050 employes.

Scheduled car production last week in Canada, the first full week of GM's line speed increase, was 21,214, up 19.46 percent from the 17,758 built the previous week and 17.02 percent from the 18,127 completed in the year ago week.

Planned truck output last week was 13,561, up 52.85 percent from the previous week and 52.98 percent from the year ago week.

So far this year the auto makers have completed 686,625 units, off 16.60 percent from the comparable 1979 period.

U. S. CAR PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
AMERICAN MOTORS	3,480*	4,750*	3,480*	12,560*	147,783	142,328*
Eagle						
Concord						
'78 AMX						
Pacer						
Spirit						
CHRYSLER CORP.	23,070	19,727	21,258	71,581	775,826	516,271
Plymouth Total	11,040	8,145	10,147	35,455	313,409	237,775
Horizon	3,470	3,671	3,634	10,032	142,356	133,304
Volare		3,846			160,186	51,740
'80 Gran Fury	100	379	131	376	3,065	13,712
Caravelle	120	249	110	410	7,802	5,311
Reliant	7,350		6,272	21,637		33,708
Chrysler Total	2,380	3,535	2,449	8,458	160,540	66,463
Chrysler	1,180	906	1,154	3,874	71,727	15,580
LeBaron	1,200	2,629	1,295	4,584	88,813	50,883
Dodge Total	9,650	8,047	8,662	27,668	301,877	212,024
Omni	2,700	3,116	2,486	9,050	124,572	111,420
St. Regis	300	321	315	985	23,608	11,764
Diplomat	700	1,405	764	2,617	42,936	25,199
Aspen		3,205			110,761	36,899
Aries	5,950		5,097	15,016		26,742
FORD MOTOR	31,480	36,430	34,369	108,032	1,793,752	1,036,231
Ford Division	22,144	26,436	24,328	73,549	1,198,349	743,767
Pinto		3,290			156,487	68,179
Mustang II/Mustang	5,691	7,443	4,568	15,677	325,099	198,298
Fairmont	3,047	6,707	3,000	6,220	182,905	176,894
Granada	4,644	3,441	5,112	16,622	126,465	84,789
LTD II					22,746	
Thunderbird		3,867	3,285	6,427	234,039	97,100
Ford	2,436	1,688	2,438	8,568	150,608	76,025
Escort	6,326		5,925	20,035		42,482
L-M Division	9,336	9,994	10,041	34,483	595,403	292,464
Mercury Total	7,414	6,413	8,358	27,931	462,842	253,032
Bobcat		742			40,942	12,445
Capri	1,391	2,812	920	4,307	97,030	57,323
Zephyr	795	1,718	857	2,232	53,767	57,566
Monarch		1,141			54,783	16,409
Cougar/XR7	1,805		3,126	9,033	125,715	51,063
Mercury	1,289		1,304	4,692	90,605	43,684
Lynx	2,134		2,151	7,667		14,542
Lincoln Total	1,922	3,581	1,683	6,552	132,561	39,432
Lincoln	874	1,469	612	2,558	65,089	16,069
Versailles		218			10,626	1,861
Mark VI	1,048	1,894	1,071	3,994	56,846	21,502
GENERAL MOTORS	90,977	109,884	83,362	308,529	4,358,386	3,372,481
Buick Division	16,844	18,056	14,019	54,926	645,520	640,814
Skyhawk		1,060			20,606	
Skylark/'79-'80	4,571	3,127	3,206	14,181	91,135	180,598
Century	3,480	2,558	3,690	13,054	50,748	139,425
Regal	4,503	4,979	3,187	13,748	220,493	166,158
Buick	3,350	4,984	2,986	10,568	215,234	119,307
Riviera	940	1,348	950	3,375	47,305	35,326
Cadillac Division	4,178	6,810	4,602	16,029	291,038	161,485
Seville	610	1,222	620	2,465	38,203	27,765
Cadillac	2,308	4,597	2,723	9,074	196,022	90,318
Eldorado	1,260	991	1,259	4,490	56,813	43,402
Chevrolet Division	39,645	47,407	35,023	134,105	1,934,081	1,460,554
Chevette	9,030	9,017	8,997	32,605	352,561	386,092
Monza	2,780	3,991	2,661	9,993	134,623	137,684
Camaro	2,237	4,849	2,070	7,757	226,634	100,554
Nova/Citation	11,416	7,683	8,582	36,160	248,323	385,256
Malibu	6,429	8,380	5,787	21,714	338,638	221,098
Monte Carlo	4,383	4,665	3,510	13,687	198,513	95,407
Chevrolet	2,400	7,857	2,417	8,663	394,004	97,798
Corvette	1,000	965	999	3,526	40,785	36,665
Oldsmobile Division	17,130	22,107	16,801	57,721	864,010	625,925
Starfire		473			18,086	
Omega/'79-'80	2,500	1,524	1,847	7,675	42,645	94,889
Cutlass	8,365	10,842	8,806	28,489	449,065	312,640
Oldsmobile	5,410	7,942	5,283	18,529	309,888	187,944
Toronado	855	1,326	865	3,028	44,326	30,452
Pontiac Division	13,180	15,504	12,917	45,748	623,737	483,703
Acadian†	280	304	222	933	15,145	17,101
Sunbird	3,620	2,862	3,846	13,310	87,907	124,828
Phoenix/'79-'80	3,272	1,771	2,662	10,803	68,752	118,037
Firebird	1,993	3,800	1,912	4,053	168,838	66,539
LeMans	1,895	1,760	1,896	6,828	77,340	50,892
Grand Prix	1,880	2,356	1,879	7,581	79,339	59,671
Pontiac	240	2,651	500	2,240	126,416	46,635
VOLKSWAGEN	4,550	4,265	5,710	15,528	142,146	160,334
CHECKER	90*	109	89	320	1,139	2,604
Total Cars, U. S.	153,647	175,165	148,268	516,550	7,222,032	5,230,249

CANADIAN CAR PRODUCTION

	Week Ended Oct. 25, 1980	Same Week 1979	Week Ended Oct. 18, 1980	Oct. to Date	Jan. 1, to Oct. 27, 1979	Jan. 1, to Oct. 25, 1980
CHRYSLER CORP.	2,400	3,699	1,902	8,147	103,370	62,484
FORD MOTOR	6,244	1,717	5,553	18,360	245,387	210,764
GENERAL MOTORS	12,345	12,486	10,123	40,602	467,502	405,202
VOLVO	225	225	180	746	7,035	8,175
Total Cars, Canada	21,214	18,127	17,758	67,855	823,294	686,625
N. American Cars	174,861	193,292	166,026	584,405	8,045,326	5,916,874
N. American Trucks	48,858	53,342	44,792	178,346	3,190,467	1,689,445
North American Cars and Trucks	223,719	246,634	210,818	762,751	11,235,793	7,606,319

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Aston Martin Lagonda gets NHTSA exemption

WASHINGTON. — NHTSA said it will exempt Aston Martin Lagonda, Inc., from the 1979 and 1980 CAFE standards of 19 MPG and 20 MPG, respectively, and instead require that the firm's fleet average 11.5 MPG and 12.1 MPG in those years.

NHTSA said it also was proposing to grant Rolls-Royce an exemption from the same standards and instead require that the firm's fleet averages for 1979 and 1980 be 10.8 MPG and 11.1 MPG, respectively.

Under the Motor Vehicle Information and Cost Savings Act, manufacturers with less than 10,000 units annual production can obtain exemptions from CAFE standards and thus preclude fines levied against makers which don't meet the standards.